TalentEgg launches #HireGenY Day on Twitter

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Toronto, ON (RPRN) 03/28/12 — With the youth unemployment rate in Canada sitting at 14.7 per cent, nearly double the total jobless rate of 7.4 per cent, students and recent graduates across the country are entering into one of the most difficult job markets in recent history as they begin searching for summer and entry level jobs this April.

Today, TalentEgg is launching #HireGenY Day, an ambitious, all-day conversation between employers, post-secondary students, career professionals and other thought leaders in the industry on the social networking platform Twitter.

“Students and recent graduates need to know they’re not alone - there are thousands of others across Canada who are currently experiencing the same challenges,” says Lauren Friese, founder of TalentEgg. “Hire Gen Y Day is an opportunity for students to connect with each other - and with top employers - online in a meaningful way.”

Via the company’s

Twitter account (http://twitter.com/TalentEgg), TalentEgg will facilitate discussions on issues related to campus recruitment and student job hunting. A live feed of all the #HireGenY Day conversations is available at http://talentegg.ca/studentvoice/2012/03/march-28-hiregeny-day/.

With more than 6,000 student, graduate, employer and career professional followers on Twitter, and confirmed participation from top Canadian employers in consulting, telecommunications, oil and gas, consumer packaged goods and more, #HireGenY Day features lively discussions that showcase both the frustration and success stories of students and recent graduates, as well as advice for students and recent graduates directly from employers.

TalentEgg.ca is Canada’s leading job site and career resource for post-secondary students and recent graduates.

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TalentEgg.ca: Career hub for Canadian students and new grads

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