



For Immediate Release

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Wayne County Economic Development

Promoting Local Careers, Manufacturing Day via EdgeFactor.com

Lyons, NY – September 23, 2021 – The Wayne Economic Development Corporation (WEDC) is an active community partner in promoting local manufacturing jobs and local career awareness. Through an online career exploration platform, the *Wayne County has the Edge* program is a community web page that is free and available to all Wayne County residents at edgefactor.com/wayneny. This program features local company career videos and promotes Manufacturing Day on October 1.

The *Wayne County has the Edge* website shows viewers how they can launch an exciting career in manufacturing, right here in Wayne County. The set of videos includes several new virtual workplace experiences funded by the Bullis Fund at Rochester Area Community Foundation. The Virtual Workplace Experiences showcase local businesses and careers such as optical technician, business analyst, machine operator and more. It also includes a lesson plan for educators to assess what students learned after watching the video and to help students create goals for their future career path.

Wayne County is committed to raising the level of awareness about local companies, careers, schools, and training programs to guide students and community members toward rewarding careers in the county. “We want to connect with students, parents, and job-seekers to celebrate the extraordinary local opportunities in manufacturing and other careers in Wayne County,” states Deputy Director Katie Bronson. “We hope to bridge the gap between virtual learning and career exploration through this program.”

Starting October 1, Edge Factor will enhance the celebration of Manufacturing Day online by sharing media and tools for families, educators, and industry leaders in five feature categories of STEAM-related videos for free. The acronym STEAM focuses on career paths in Science, Technology, Engineering, Arts and Manufacturing. They will be promoting the event through social media’s use of #RockMFGDAY and #MFGDay2. Anyone can sign up for materials and updates at <https://edgefactor.com/rockmfgday>

Economic Development and Planning Department

9 Pearl Street, 2nd Floor, Lyons, NY 14489

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The 2021 Rock MFG DAY Experience was created by Edge Factor, in partnership with ABB, California Arts, Media & Entertainment, NTMA/ AMPED, Canadian Manufacturers and Exporters (CME), Mastercam, myBlueprint, National Coalition of Advanced Technology Centers (NCATC), National Institute of Metalworking Skills (NIMS), Precision Manufacturing Association (PMA), SME Education Foundation, and Women in Manufacturing.

Wayne County Economic Development and Planning Department works with local government to combine the essential elements of regional growth through business development and community planning. The department offers an array of business loans and state grant funding to qualified recipients. It facilitates the Wayne County Planning Board which oversees a local town and village zoning and subdivision applications for building improvements, land use, and business development and also manages the county's Industrial Development Agency (IDA), Wayne Economic Development Corporation (WEDC), and the Civic Facilities Development Corporation (CFDC) all of which offer specialized and in-depth financial assistance to industrial and small business ventures. In addition, the Department oversees the county's Agricultural Districts and owns a number of industrial parks that are prime locations for new business development. For more information contact the Wayne County Economic Development and Planning Dept. at 315-946-5919 or visit <https://web.co.wayne.ny.us/226/Economic-Development>.

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