

For Immediate Release

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YWCA Princeton to Offer Free Economic Empowerment and Workforce Development Program

Princeton, NJ, August 4—Thanks to a grant from YWCA USA and Google, YWCA Princeton will offer a free workforce development program called YW Strive in Fall 2022. The 12-week program will be held in person, with emphasis on computer literacy skills and familiarity with Google suite and other programs. After the initial cohort in the Fall, YWCA Princeton will look to expand YW Strive to serve other communities across Mercer County, including Hamilton and Trenton.

“Professional development is a means to attaining financial independence,” said Brigitte Jean-Louis, YWCA Princeton’s new Advocacy and Economic Empowerment Manager. “Our program aims to empower community members with competitive skillsets to earn jobs that align with their interests, passions, and career goals.”

YWCA Princeton will look to collaborate with other organizations and businesses to prepare program participants with comprehensive support in securing job interviews at the completion of YW Strive. In addition, the program may be expanded to serve teen girls and college-age women through mentorship, speaker series, professional development workshops, internships, and more.

Registration for YW Strive is open now, and the course schedule will be announced in the coming weeks. Prospective participants or partners of the program may contact Brigitte Jean-Louis at bjeanlouis@ywcaprinceton.org or (609) 285-8340. Register for YW Strive [here](#).

About YWCA Princeton

YWCA Princeton is #OnAMission to eliminate racism, empower women and promote peace, justice, freedom and dignity for all. The YW advances its mission through programs that promote equity by creating opportunity, and support women and girls through every age and every stage of life. Programs and support services include childcare, English as a second language classes, a breast cancer resource center, professional and social groups, and more. For details about programs and advocacy, visit www.ywcaprinceton.org.