



## Chamber launches Remote Worker Attraction Program

**Pilot program in partnership with Province of New Brunswick and USTATION will attract workers with jobs to the region.**

January 19, 2021 SAINT JOHN, NB – The Saint John Region Chamber of Commerce launched today an innovative program named **Workcation**, this **work anywhere program** is designed to attract and retain people with existing jobs and the ability to work remotely in our region.

“This program is exciting in that it is designed to attract people that are already working remotely and have the ability to choose where they live. Our region has the work/live/play balance that many people all over the world are looking for, particularly now with the pandemic recovery models in place. This is a perfect example of the private sector partnering on innovative ideas and supported by government for implementation”, says David Duplisea, CEO of the Chamber.

With the backing of the Province of New Brunswick and a partnership with USTATION, the program will launch a recruitment campaign that will select candidates to come to Saint John and experience firsthand what living and working in our region is like. Their stay will be customized with concierge service based on the individuals tastes and lifestyle. The initiative will bring together economic development, tourism, hospitality, real estate, and other regional assets to create an experience that will help to convince them to relocate to our region. The program hopes to attract 20 individuals and/or families to participate in the first year.

“This is the right time; our target demographic is looking for the kind of work and living situation that we can offer. Competition is growing all over the world to attract these people and we need to be a part of that movement, if we can get them here and let them experience firsthand our wonderful lifestyle and hospitality, we have a better chance of getting them to stay for good”, says Glen Hicks, CEO and Co-Founder of USTATION.

“The COVID-19 pandemic has caused great disruption for the business community but has also shown us that many people have the ability to work remotely,” said Post-Secondary Education, Training and Labour Minister Trevor Holder. “This innovative pilot program will present such people with options they may not have considered otherwise, helping to grow the Saint John region and allowing these people a better work-life balance.”

## **Media Contacts**

Chamber of Commerce - Randy Milton, [rmilton@thechambersj.com](mailto:rmilton@thechambersj.com)  
(506) 651-1887

Communications, Post-Secondary Education, Training and Labour, [leigh.watson@gnb.ca](mailto:leigh.watson@gnb.ca)  
(506) 453-8224

USTATION – Glen Hicks, [Glen@ustation.ca](mailto:Glen@ustation.ca)  
(506) 672-8517

***The Saint John Region Chamber of Commerce** is a nationally accredited business organization dedicated to fostering an economic climate that enhances growth, prosperity, and improved quality of life in the community. With more than 600 member businesses, representing the interests of 37,000 people, The Chamber is a dynamic advocate and the principal voice for the business community of Greater Saint John. It offers a variety of programs, activities, services, and networking opportunities designed to enhance the business prospects of members and the overall business climate of the area.*

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