



## FOR IMMEDIATE RELEASE

Media Contact: Matt Thomson, Co-founder

Phone: 902-718-7441

Email: [info@p4g.ca](mailto:info@p4g.ca)

# Launch of Halifax recruiting firm that invests majority of profits into Atlantic communities

Halifax, NS – February 6, 2018 – Placemaking 4G, the country's first social enterprise recruitment firm has launched its services, website, and is now taking on clients across Atlantic Canada. They specialize in attracting and retaining young professionals to the Atlantic while actively investing finances and resources into Atlantic communities.

P4G focuses on entry and mid-level positions, providing employers with the next generation of talent to help grow their business. The unique business model is structured as a Community Interest Company (C.I.C) which mandates they re-invest 60% of profits back into Atlantic Canadian communities. "We are a young, passionate and innovative recruiting firm that places corporate and community responsibility at the forefront," says co-founder Bradley Daye. His colleague and co-founder Lauren Sears continues; "We are thrilled to provide clients with a cost effective service, which allows for them to further showcase their involvement in the communities in which their employees live and work."

For decades, one of the biggest problems facing the Atlantic Region has been the loss of young talent to relocation, which has contributed to the aging demographic across the region. P4G is set to take this challenge head on. "There are so many reasons to live and work here. We want to give our clients and applicants the opportunity to do just that." says Matt Thomson, the third co-founder of the firm. As young professionals themselves, P4G's three founders understand the challenges faced by young professionals who want to stay in Atlantic Canada. They will work with their clients to:

- Recruit the best talent, specializing in entry and mid-level roles (why: employers face high turnover rates in entry and mid-level positions, resulting in 30-150% additional costs)
- Provide employers and communities looking for entrepreneurs with diverse and talented contributors looking to add value to their culture and bottom line.



In addition to offering innovative recruiting solutions, P4G is partnering with universities, colleges and young professional associations across the Atlantic to provide employers with a Targeted Posting Service; a service showcasing job openings specifically to young talent. Having presented at the most recent “Atlantic Mayoral Summit” on the topic of Youth Retention, P4G is also uniquely positioned to take on communities and municipalities as clients due to their partnership with Common Good Solutions (a 25% shareholder in the start-up). Lauren Sears describes the partnership as significant: “CGS offers a huge collaborative advantage for us to provide communities with sustainable economic development plans, succession planning and the young professionals they need to grow.”

Placemaking 4G is now accepting clients. For more information please visit [www.p4g.ca](http://www.p4g.ca) or contact the firm at 902-718-7441.

## **About Placemaking 4G**

Placemaking 4G offers recruiting and job posting services to employers, along with recruiting and consulting services to communities. They specialize in entry and mid-level positions and provide clients with cultural contributors. They are the only recruitment firm registered as a C.I.C. and re-invest 60% of profits back into Atlantic Communities.