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INTERN IN MICHIGAN RECEIVES \$1.2 MILLION GRANT FROM W.K. KELLOGG FOUNDATION

Grant to Provide Funding Through 2012 Expanding Efforts to Attract and Retain Michigan's Bright Young Talent by Connecting Students to Employers Statewide Via InternInMichigan.com

DETROIT, September 10, 2009 -- Today, the Detroit Regional Chamber, in partnership with the West Michigan Strategic Alliance, announced the award of a \$1.2 million grant received from the W.K. Kellogg Foundation. The grant, which will provide funding through 2012, will be utilized to expand the *Intern In Michigan* program across the state and further the commitment and coordinated strategy of the Detroit Regional Chamber and its key partners to attract and retain Michigan's youngest and brightest talent by connecting college-educated students to employers statewide via a user-friendly online environment, InternInMichigan.com.

"We are extremely pleased to receive the support of the W.K. Kellogg Foundation as we continue our efforts to grow InternInMichigan.com into a statewide program and promote the benefits of retaining the state's greatest resource, its talent," said Richard E. Blouse Jr., president and CEO of the Detroit Regional Chamber. "This grant allows us to build upon our initial success and further put the pieces in place to make InternInMichigan.com the go-to-resource for students and employers throughout the state."

The *Intern In Michigan* program will begin receiving grant funding from the W.K. Kellogg Foundation in September 2009. The funding will be utilized to support *Intern In Michigan* program activities and expenses associated with expanding participation, access and utilization of a single internship database across Michigan. The overall effort will bring together a wider network of cooperating organizations from higher education, nonprofit industry, business, civic organizations, and government whereby each member organization will share an important role in implementing internship education and awareness statewide.

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Launched in April 2009 as a first of its kind, single-state smart resource for intern recruitment, InternInMichigan.com centralizes available employment opportunities from across Michigan to create an online hub where college students and Michigan-based employers connect. Internships provide young, talented individuals with valuable experience and exposure to the many career opportunities available in the state, and a gateway to full-time employment. Currently, there are more than 4,400 students and 450 employers that have registered and created profiles on InternInMichigan.com. Since its launch nearly 230 internships have been listed and/or filled through the site.

Initial funding for the program was provided through grants received from the U.S. Department of Labor's Workforce Innovations in Regional Economic Development (WIRED) program and the New Economy Initiative for Southeast Michigan (NEI). Phase one of the program was funded through the WIRED grant, while the NEI grant was used to support phase two, currently underway, as well as some of the earlier stages of development. In all, the program received \$2.4 million in public and private funding for the launch.

About Intern In Michigan

Launched in April 2009, *Intern In Michigan* is a first of its kind, statewide initiative that utilizes one central Web site to connect college students seeking internships with Michigan-based businesses looking to hire them. *Intern In Michigan* was developed in partnership between the Detroit Regional Chamber and West Michigan Strategic Alliance, along with Michigan's higher education community and is funded by public and private grants. For more information, visit InternInMichigan.com.

About the Detroit Regional Chamber

With over 20,000 members, that employ over three quarters of a million workers. The Detroit Regional Chamber is the largest chamber of commerce in the country. The Chamber's mission is carried out through business attraction efforts, advocacy, strategic partnerships and valuable benefits to members. For more information, visit detroitchamber.com.

About the W.K. Kellogg Foundation

Established in 1930, the W.K. Kellogg Foundation supports children, families and communities as they strengthen and create conditions that propel vulnerable children to achieve success as individuals and as contributors to the larger community and society. Grants are concentrated in the United States, Latin American and the Caribbean, and southern Africa. For more information, visit www.wkcf.org.

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