

NEWS RELEASE

-For immediate release-

The government of Canada through the Canada Retraining and Opportunities Initiative is providing \$3, 881, 643 in funding to the PRCDC to launch the *Impact 360* and *Fresh Start* projects in order to support workers affected by tariffs and economic changes.

Prescott and Russell, Ontario – August 7, 2026 – The Prescott-Russell Community Development Corporation (PRCDC) is proud to announce the launch of the Impact 360 and Fresh Start projects, an initiative in partnership with the Prescott-Russell Employment Services Center (PRESC) and KB Media. Funded through the Government of Canada's **Canada Retraining and Opportunities Initiative (CROI)**, this initiative of **\$3, 881, 643** is aimed at supporting workers affected by recent transformations in the labor market due to tariffs and economic changes and which will help strengthen the economic resilience of the region.

Over the next 24 months, the Prescott-Russell Community Development Corporation (PRCDC) in partnership with the Prescott-Russell Employment Services Center (PRESC) will implement a coordinated response to the mass layoffs of employees affected by the tariffs. The joint project aims to:

- Support the requalification, return to employment and professional transition of workers affected by customs tariffs and economic changes.
- Provide training and individual support for the reclassification of laid-off employees, through a sub-agreement with the Prescott-Russell Employment Services Center (PRESC).
- Offer a structured entrepreneurial training course allowing participants to develop and launch a business project.
- Strengthen the economic resilience of Prescott-Russell by diversifying sources of employment and stimulating local entrepreneurship.
- Support local businesses in their recruitment and qualified labor needs.

"This initiative will support workers and communities as they navigate economic shifts. By investing in skills development, individualized support, and entrepreneurship programs, we are helping workers transition to new and meaningful opportunities. As highlighted in the Spring Economic Update 2026, we are continuing to focus investments on workforce development that will be key to Canada's long-term economic growth." said Patty Hajdu, Minister of Jobs and Families and Minister responsible for the Federal Economic Development Agency for Northern Ontario.

"The workers of Prescott–Russell–Cumberland are resilient, hardworking, and determined. When economic changes and tariffs create uncertainty, it is essential that we rally to support workers and families through this transition. The Impact 360 and Fresh Start projects will provide workers with concrete tools, training, and opportunities to acquire new skills, embark on a new career, or start a business. I am proud that our government is investing in initiatives like these, which strengthen our local economy, support our workforce, and help ensure that every worker has the opportunity to succeed and thrive right here in Prescott–Russell." — Giovanna Mingarelli, MP for Prescott–Russell–Cumberland

“The United Counties of Prescott and Russell welcome the Government of Canada’s investment of \$3,881,643, funding received through the Canada Retraining and Opportunities Initiative, a program designed to support workers and strengthen our regional economy. This significant funding will enable the PRCDC to deliver the Impact 360 and Fresh Start projects. These initiatives will provide workers affected by tariffs and broader economic changes with access to the training, skills development, and employment support needed to successfully transition to new opportunities. This partnership between the Government of Canada, the PRCDC, and the local entrepreneurial community demonstrates our shared commitment to ensure that residents and businesses have the tools they need to adapt, grow, and succeed in an evolving economic landscape. By investing in our workforce, we are investing in the long-term resilience and competitiveness of our communities. We thank the Government of Canada for its ongoing support and the trust it has placed in the UCPR,” shared Mario Zanth, Warden of the United counties of Prescott and Russell.

“In times of economic uncertainty, our collective responsibility is to support workers affected by the consequences of tariffs. Behind every lost job is a family, a life project and a valuable contribution to our economy. We must ensure that these employees receive the support, resources and opportunities necessary to bounce back and regain their place in the job market» Patrick Brousseau, Chairperson of PRCDC.

“We are extremely proud to see the Prescott-Russell Community Development Corporation benefit from this strategic financial support. This initiative demonstrates the importance of investing in the development and adaptation of our workforce to respond to economic realities in this uncertain economic context. The PRESC is honored to be able to put its expertise to good use in terms of requalification, skills development, employability and support for workers and job seekers. This collaboration between the PRCDC and the PRESC demonstrates that we can create concrete solutions that support the vitality of our communities, thanks to each of our expertise» Carl Portelance, Chair of the board of PRESC.

Through this initiative, the PRCDC reaffirms its commitment to supporting workers, entrepreneurs and employers in Prescott and Russell by focusing on innovation, skills development, entrepreneurship and economic diversification.

The Prescott-Russell Community Development Corporation is part of the 267 CFDC offices across Canada and is a federally supported not-for-profit organization with a mandate to promote business development, job creation and to strengthen the rural economy. The PRCDC has been contributing to the economic, social, and community development of Prescott-Russell for over 40 years. The organization supports individuals, businesses, and regional partners in creating a dynamic, inclusive, and prosperous living environment.

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