

**Want to Launch Your Career to the Next Level?
Try the Career Development Challenge!**

(Ottawa, Ontario), November 3rd, 2014, Today, the Canadian Council for Career Development (CCCD) launched its first online career service tool, the Career Development Challenge. This launch comes during Canadian Career Week, a time when Canadians are exploring options for developing their careers.

This Challenge is an engaging and informative, interactive quiz. The Challenge will explore Canadian's career competence and motivation. The Challenge is a free tool that anyone can use to learn more about their personal *skill* and *will* as they relate to personal Career Development. It takes only five to ten minutes to do and upon completion, will deliver personalized feedback and resources to learn more about different career paths, services and provide tips for career exploration.

“Canadians deserve to be motivated and happy in their career paths. With the release of the Challenge we wish to support smooth, simplified and successful career transitions to positions that excite and encourage Canadians,” stated Dave Redekopp, President of the Life-Role Development Group Ltd.

There is an emerging body of evidence that demonstrates the value Canadians place on career development. Therefore, CCCD is striving to improve the quality of career services in Canada to match the increasing value that Canadians place on their careers, their career development and ultimately, their happiness.

“All Canadians will explore their career paths at some point, whether it's prior to entering the workforce, throughout their careers as they grow and flourish, or in an effort to try a new career pathway,” said Valérie Roy, Assistant Director for Le Regroupement québécois des organismes pour le développement de l'employabilité. “We believe this tool will give Canadians valuable information for their own exploration.”

Results of Canadian career skill and will are set to be released in early 2015.

To take part on the Career Development Challenge, please visit: careerchallenge.ca

-30-

CCCD is a self-initiated and self-funded umbrella for career development groups from across Canada. It provides a national advocacy voice for the career development field and promotes provincial/territorial collaboration on common issues such as certification, training, practitioner mobility, quality service and building the career development evidence base.

For more information, please contact:

Kalene DeBaeremaeker

Telephone: 613-233-8906

E-mail: kalene@impactcanada.com