



MEDIA RELEASE  
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**Gulf Coast Careers Formally Becomes  
The WorkSource**  
*Change Reflects Progressive Approach to Labor Market Needs*

HOUSTON — Gulf Coast Careers will host a new look when the organization formally changes its name to The WorkSource this week. The WorkSource represents a regional partnership of business, education, labor and community organizations serving the 13-county Houston-Galveston region. The newly revamped organization signifies a strengthened commitment to providing the education, training and other labor market services necessary for employers and residents to compete effectively in the global economy.

The change is customer-oriented and partly aimed at eliminating occasional confusion among customers about the Gulf Coast Workforce System, a large and diverse organization. All Gulf Coast Careers centers will use the regional workforce system name, The WorkSource. The new name and the new system logo — a honeycomb — will appear on all signage, advertising, printed materials and the system's Web site to reach all WorkSource clients and potential clients. The use of the honeycomb image as the WorkSource's logo illustrates the organization's network of many resources.

The Gulf Coast Workforce Board has been serving area residents and employers since 1995. The Workforce Board, which is the board of directors for the region's workforce system, created Gulf Coast Careers as a network of centers providing services to residents of Austin, Brazoria, Chambers, Colorado, Fort Bend, Galveston, Harris, Liberty, Matagorda, Montgomery, Walker, Waller and Wharton counties.