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FOR IMMEDIATE RELEASE

Campus Philly's Online Internship Fair Plays Career Matchmaker

The Region's #1 Site for Internships and Job Opportunities for College Students Holds Online Internship Fair, February 20th thru February 24th, 2012

GREATER PHILADELPHIA – On Monday, February 20, 2012 Campus Philly will launch the next Online Internship Fair, connecting hundreds of regional employers to Philadelphia's robust college talent pool. Employers can post career opportunities completely free of charge to the job site operated by Campus Philly, www.campusphilly.org/careers, which attracts thousands of students from more than 26 regional colleges and universities during this time of year.

Internships play a significant role in encouraging students to explore careers in the Philadelphia region. According to Campus Philly's own research, of the students who choose to stay in the region after graduation, 70% had an internship while in school.

For employers, internships are a great way to develop a talent pipeline and test potential employees before hiring full-time. For small businesses especially, this strategy has proven efficient and cost-effective. Interns also often bring creativity and innovation to organizations by applying new technologies, ideas and theories learned in the classroom.

For students, effective internship programs provide experience and on-the-job training, giving them a tangible edge in their job search, especially in a difficult economic climate.

"While the site is live all year, the online fair is focused on placing students in internships for Spring and Summer 2012 and providing employers with access to more students at 26 regional schools than they could ever reach on their own," said Deborah Diamond, President of Campus Philly.

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Campus Philly • Connecting students to a Greater Philadelphia

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Thousands of students are expected to log on during the week of the fair and compete for internship opportunities beginning Monday, February 20th. Employers can still register for free, and continue to post through February 17th at www.campusphilly.org/careers.

*Campus Philly is a 501(c)3 nonprofit organization fueling economic growth by encouraging college students to study, explore live and work in the Greater Philadelphia tri-state region. The organization works in three program areas and with more than 26 regional college and university partners to **attract, engage and retain** college students in Greater Philadelphia.*

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