

Texas Workforce Press Release

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Hiring Red, White & You! Veterans Hiring Fair Features Celebrity Public Service Announcements

Fourth annual statewide veterans hiring event to be held in 27 Texas cities

AUSTIN – The Texas Workforce Commission (TWC) has announced the release of [new Public Service Announcements](#) featuring U.S. Army veteran and The University of Texas at Austin Football alumni [Nate Boyer](#) and country music artist [Aaron Watson](#) in support of the agency’s [Hiring Red, White & You! statewide hiring fairs](#) on November 12, 2015 in 27 different cities throughout the state of Texas.

“When you get out of the military, you have an opportunity to start a new life and do whatever you want,” said Nate Boyer. “I would encourage everyone that’s transitioning out of the military to not be afraid to go to something like this event because you never know who you might meet or find out about a job you never knew existed that fits you perfectly.”

The Hiring Red, White & You! hiring fairs began in 2012 with the goal of connecting Texas veterans and their spouses with Texas employers who value the experience, discipline and other exceptional employable skills inherent with a military background. The celebrity PSAs highlight the importance for veterans and their spouses to attend and employers to register and recruit veterans.

“Veterans put their lives on the line for us every day and it’s important that we let them know how much we appreciate them,” said Aaron Watson. “They are trained to be hard workers and I feel we owe it to them to give them a chance at making a living for their families when they come home after serving our country.”

TWC partnered with the [Texas Cable Association](#) to distribute the PSAs statewide through multiple cable providers and promote this year’s Hiring Red, White & You! event.

“Helping our state’s military veterans connect with potential employers and obtain career guidance is a tangible expression of thanks for each veteran’s service,” said Texas Cable Association President Dale Laine. “The Texas Cable Association and Texas cable operators are pleased to once again assist the Texas Workforce Commission in this endeavor by promoting these important hiring fairs.”

Since the launch of the event, Hiring Red, White, & You!, The events have connected more than 31,000 veterans with over 4,700 employers. Information on how employers and job seekers can participate in Hiring Red, White & You! may be found on [the Texas Workforce Commission website](#).

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