



**Dream!t Do!t**  
VIRGINIA

## Press Release

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### ***Dream It Do It – Northern Virginia Launched at Virginia Small Business Summit -VMA Partners with SySTEMic Solutions, Northern Virginia Community College-***

**Fairfax, VA** – The VMA announced the formation of a third regional organization in partnership with SySTEMic Solutions, Northern Virginia Community College. *Dream It Do It - Northern Virginia* will cover Prince William County, Fairfax County, the City of Manassas, Manassas Park and Loudoun County. It is a free career resource built by Virginia's advanced technology sector to help individuals explore careers and educational opportunities that have employment opportunities in the Commonwealth.

*Dream It Do It – Northern Virginia* will feature online career exploration information customized for career switchers, teachers, students, parents and businesses. It will also feature skills certification resources as well as an online job board. The program even features access to videos of jobs and gaming to just enjoy your time online.

*Dream It Do It – Northern Virginia* will feature a new ad campaign, “So What Do You Do®?” to promote career exploration of real jobs in Virginia. Workforce Investment Board, community college, University and high school sites throughout the region will feature online and promotional tools from the new campaign. The message of the campaign is that from making jets fly to creating life-saving medicine, careers in advanced technology, health care, information technology, robotics, and biotechnology, offer great pay, opportunities for advancement and skills that can be transferred across multiple industries.

The announcement was made today by VMA’s President & CEO at The Mason Inn Conference Center. Vassey made the announcement during the Virginia Small Business Summit. He stated, “The *Dream It Do It - Northern Virginia* regional partnership represents a major development for improving information, education and access to career opportunities in advanced technology industries for people in the region.”

Amy Harris, Director SySTEMic Solutions, Northern Virginia Community College commented that “The implementation of this campaign aligns very well with our SySTEMic Solutions initiative. The campaign will assist us in developing a replicable program that will improve results for all students, including at-risk students, in rigorous academic classes- including science, math, engineering and technology – to better prepare them for college and the workforce. We view *Dream It Do It Virginia* as the avenue to effectively communicate the requirements and opportunities associated with a career path in advanced technology.”

For more information about *Dream It Do It Virginia*, go to [www.dreamitdoitvirginia.com](http://www.dreamitdoitvirginia.com) or for more information about *Dream It Do It - Northern Virginia* visit [www.dreamitdoit.com/Virginia/northernvirginia/](http://www.dreamitdoit.com/Virginia/northernvirginia/). *Dream It Do It*® is a national partnership program with the Manufacturing Institute and winner of the 2007 Webby People’s Voice Award.