

Build a Dream Launches “You’re Hired! Trade Skills Development Series” to Address Growing Unemployment Rate

Windsor, ON — Build a Dream is proud to launch the “You’re Hired! Trade Skills Development Series” on October 7, presented in partnership with St. Clair College and the University of Windsor.

The Trade Skills Series, presented by the Canadian Union of Skilled Workers is a national workforce development initiative designed to connect employers, unions, colleges, and community organizations with the next generation of skilled talent.

As Canada faces an increasing demand for skilled labour, You’re Hired! highlights the importance of engaging new generations. It brings together employers, educators, unions, and community organizations to foster connections and strengthen the regional talent pipeline in Windsor-Essex.

“Building a robust trades workforce is crucial to the future of communities across Canada, and this is especially true in Windsor,” said **Nour Hachem, Build a Dream’s President and Founder**. “We want participants to leave knowing there is a clear path ahead and that they have the support to achieve their goals.”

This free, hands-on event welcomes everyone from apprentices to new graduates, and skilled trades professionals. Attendees can explore apprenticeship options, connect with employers ready to hire, and earn certifications such as Fall Protection, Confined Spaces, and First Aid/CPR. Interactive elements like tool demonstrations, workshops, and Build a Dream’s Virtual Reality Career Exploration Trailer showcase the realities and opportunities of skilled trades careers.

For industry partners, the Series is an opportunity to strengthen recruitment pipelines, connect with motivated candidates, and raise brand visibility among a diverse audience of future workers. Participation can include leading workshops, offering certifications, providing career support, or sharing apprenticeship pathways.

As Windsor is at the heart of Build a Dream, the series kicks off at the Toldo Lancer Centre today (**October 7**) in **Windsor**, followed by stops in Mississauga, Vancouver, Edmonton, and London.

Build a Dream would like to thank St Clair College and The University of Windsor for being the presenting sponsors of this event, as well as to our event sponsor, Windsor Regional Employment Network, and Series Sponsor the Canadian Union of Skilled Workers (CUSW).

Event Details:

Tuesday, October 7, 2025

Toldo Lancer Centre, 2555 College Ave. Windsor, ON

11:00 AM to 8:00 PM

To exhibit at other stops or to learn more: <https://www.trade-skills.ca/>

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About Build a Dream

Build a Dream is a national non-profit organization dedicated to advancing women's participation in skilled trades, STEAM, emergency response, and leadership.

Through expos, mentorship, and hands-on programs, Build a Dream inspires the next generation to pursue fulfilling, high-demand careers while helping employers diversify their workforce.