

Regional Job Search Engine Helps to Uncover Hidden Job Markets

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Newmarket, Ontario, October 23rd, 2006 – Fairy Lake Jobs – a search engine for job openings in Ontario’s York region – was introduced today by IT-Challenger Consulting Group, an Internet search technologies integrator based in Newmarket, Ontario. Fairy Lake Jobs combines search engine and traditional job board technologies, and it already has central York Region’s largest online database of job openings. Some of the postings available through Fairy Lake Jobs are submitted by local employers, while others are links to job announcements posted on corporate web sites and job boards that Fairy Lake Jobs monitors daily.

In today’s time of soaring gas prices, long commutes, and increasing environmental concerns, Fairy Lake Jobs is focused on helping local residents reduce the time that they spend commuting. Its services are free for both employers and job seekers, and it has attracted a growing number of visitors every day since its test release on September 18th, 2006. “Fairy Lake Jobs was built with the needs of York region’s community in mind”, says Strac Ivanov, president of IT-Challenger Consulting Group, “Many people in the community will avoid the 3-hours daily commute to downtown Toronto and back if they have an alternative. Fairy Lake Jobs helps York’s residents to find such alternatives.”

Fairy Lake Jobs also gives local employers an incentive to recruit locally. By offering a hassle-free, effective, and easy way of advertising job openings, Fairy Lake Jobs attracts postings that employers would not advertise otherwise. Diana Cerepnalkovic, a manager at York Region Neighbourhood Services – a local social services organization that already posts jobs on Fairy Lake Jobs – welcomes the initiative: “We are a non profit charitable organization,” she says. “A \$140 charge each time for a job posting can become strenuous on a tight budget.” Kurt Kiser, controller of Newmarket-based Spectrum Educational Supplies (a national distributor of educational supplies), adds: “Fairy Lake Jobs makes the recruiting process more efficient by making it easier for employers to announce job openings to the local community.”

Unlike national employment web sites, Fairy Lake Jobs is a community web site with a strong regional focus. It only publishes postings for jobs located within a short driving distance from Aurora and Newmarket. IT-Challenger plans to expand the database in early 2007 to include more postings from the rest of York Region, but no further expansions are planned. Strac Ivanov hopes that the initiative will be embraced by local employment services organizations and institutions. “York region has a tremendous potential, thanks to its progressive business community and diverse work force”, he says. “Our hope is that Fairy Lake Jobs will help make the local community stronger.”

For more information, visit www.FairyLakeJobs.net or www.IT-Challenger.com , or contact IT-Challenger Consulting Group at pr@it-challenger.com

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About IT- Challenger Consulting Group

IT-Challenger Consulting Group specializes in development and integration of specialized search engine technology solutions. The company has built its own information retrieval software platform that gathers and classifies into categories information from web-based resources. IT-Challenger is based in Newmarket, Ontario, Canada

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