



Grow with Google Event Trained 300 Hamilton Residents on Digital Skills

Small business owners, entrepreneurs and individuals across Hamilton attended Grow with Google event

HAMILTON, ON (Oct 12, 2018) - Google brought its national [Grow with Google](#) tour to Hamilton today for a one-day event focused on advancing economic opportunity through digital skills training to help small business owners, entrepreneurs and individuals in Hamilton grow their skills, careers and businesses.

Hamilton was selected as one of six Canadian cities on the national Grow with Google tour due to the exciting business and technology growth the city is experiencing. More than 300 local business people, entrepreneurs and skill seekers attended the event, as well as Jim Wilson, Ontario's Minister of Economic Development, Job Creation and Trade, and Donna Skelly, Flamborough-Glanbrook MPP and Parliamentary Assistant to Minister Wilson. Throughout the day, attendees took part in three workshops, one-on-one sessions, demos and various discussions highlighting the local small business community. Topics covered included introductory search engine marketing, website analytics, and optimizing Google Search and Maps to drive business growth.

The Grow with Google tour is part of a larger initiative aimed at providing Canadians with access to digital skills training through online tools, resources and cross-country events. Last month, Google announced \$2 million in grants to support digital skills training. As part of this, Google announced today a partnership with Toronto Public Library to provide the [Google IT Support Professional Certificate](#), an online program that helps Canadians become ready for an entry-level job in IT support in about eight months, to 500 scholarship recipients across the country. The program will begin in 2019. The partnership includes hands-on, in-person support for 400 recipients at four libraries to help scholarship recipients move through the 8-month program with ease. Libraries offering high touch support include the Hamilton Public Library, Surrey Public Library, Edmonton Public Library, and Toronto Public Library. One hundred scholarship recipients will participate virtually from locations across the country. Completers of the program can opt in to share their information directly with Canadian employers hiring for IT support jobs including Walmart Canada, RBC, Shopify, City of Edmonton, and Google Canada. Google is also partnering with Canada Learning Code to support the work they are doing to connect individuals with the resources and tools to expand their skills and career opportunities.

Google also partnered with a number of local community partners to make today's event happen, including the Hamilton Public Library, Hamilton Chamber of Commerce, City of Hamilton - Economic Development, CoMotion Group, Canada Learning Code, Digital Main Street, YMCA of Hamilton Burlington Brantford - Employment & Immigrant Services, Wesley, and Skills for Change.

"The internet is an incredible platform for growth," says Sabrina Geremia, Country Director, Google Canada. "With the right resources and digital skills, like the Google IT Support Professional Certificate and Grow with Google workshops, individuals can reach new heights and small business owners can connect with consumers in the right moment, anywhere in the world."

"One of the top priorities of this government is to make sure the world knows Ontario is open for business – this means giving Ontario business owners and workers the tools and skills they need to succeed," says Jim Wilson, Minister of Economic Development, Job Creation and Trade. "It is great to see Google helping business owners take advantage of new technology in order to grow their business. When Ontario businesses succeed, so do their workers, communities and the economy. Ontario is open for business."

"Hamilton is home to incredible innovation and technological advancements. The Hamilton Public Library fosters this curiosity through our programming, our collection and our spaces. The Library is where art, technology and ideas come together," says Paul Takala, Chief Librarian and CEO, Hamilton Public Library. "We're excited to work with Google to enhance digital skills. These Google IT Support Professional Certificate scholarships will allow us to discover new technology and equip Hamilton's young people for tomorrow."

For assets from today's Grow with Google Hamilton event, please [click here](#). For more information about Grow with Google and access to digital skills training tools including the Google IT Support Professional Certificate, visit G.co/GrowCanada.