

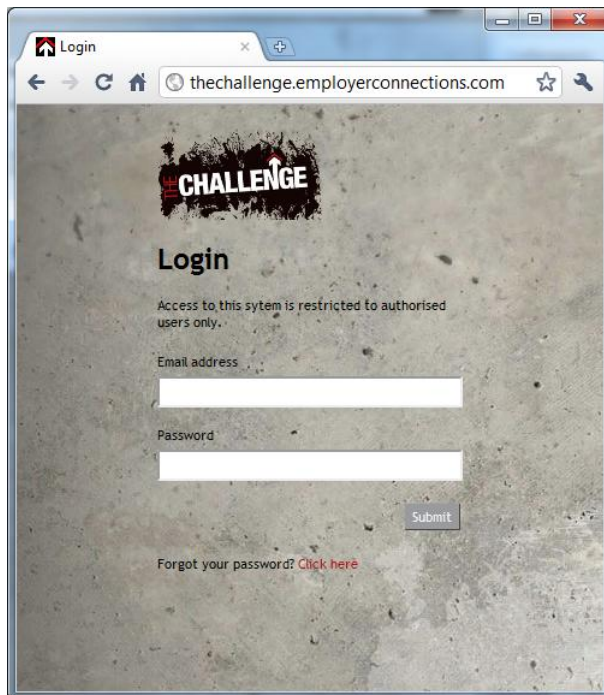
Press Release

Date: 11 Oct 2010

Employer Connections rises to The Challenge

Trusted social network deployed to support accelerating growth

Employer Connections, provider of [trusted social networks for business](#), is delighted to announce the go-live of an ambitious project for The Challenge Network.



The Challenge Network run civic service programmes for young people, using teamwork and leadership challenges to inspire those from diverse backgrounds to come together and serve their community.

The programmes were delivered to 500 young people in 2010 and this number is rapidly increasing. The plan is to deliver to 4,000 participants in 2011 and 50,000 by 2015.

Managing and supporting this rapid growth cost-effectively requires innovative solutions and the right people - so The Challenge Network turned to Employer Connections.

A "trusted network" comprising existing and potential talent has been created to support future programmes. The sharing and referral capabilities of the solution will be used to quickly build a pool of qualified and motivated candidates.

The trusted network will then be used to engage and communicate with the members to facilitate knowledge sharing, support, and the effective deployment of resources.

Employer Connections CEO, Peter Ward, outlined the value of the partnership for both parties:

"Employer Connections are delighted to be working with The Challenge. Our combined vision of the value that a trusted social network can bring to an organisation makes this a very exciting project".

Doug Fraley, Director of Talent and Marketing at The Challenge Network, added:

"This technology will allow us to create and engage with a pool of qualified talent to support our rapid growth. The scalability and flexibility of the system means that we can rapidly deploy it into other areas to further support the goals of The Challenge".

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Employer Connections technology enables organisations to build trusted social networks that allow them to realise the value of their connections through sharing knowledge, talent and relationships. More information can be found at <http://www.employerconnections.com>.

For further information on The Challenge please visit www.the-challenge.org or e-mail info@the-challenge.org.