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PacMtn Launches "Opportunity Begins Here" Campaign to Bridge Workforce Gaps and Connect Job Seekers to High-Wage Careers

Olympia, WA – Pacific Mountain Workforce Development Council (PacMtn) is proud to announce the launch of the "Opportunity Begins Here" campaign. This initiative is designed to connect job seekers, employers, and community partners in the Pacific Mountain region, offering clear pathways to stable, high-wage, high-impact careers across diverse industries.

The campaign aims to inspire hope and action by showcasing local opportunities, providing access to tailored training programs, and fostering collaboration with employers to fill critical roles that drive economic growth in Grays Harbor, Lewis, Mason, Pacific, and Thurston counties.

"At PacMtn, we believe that economic prosperity begins with connecting people to meaningful work," said William Westmoreland, CEO of PacMtn. "The Opportunity Begins Here campaign is a call to action for all employers, community leaders, and job seekers to come together and create a stronger, more resilient workforce that will benefit our region and the people we serve."

The campaign focuses on reaching four key groups: job seekers looking for high-wage career opportunities, employers seeking skilled workers, community partners promoting workforce development, and workforce system partners supporting career growth through training and resources.

PacMtn invites individuals to explore the resources available through this campaign and follow "Opportunity Begins Here" on social media to stay informed about upcoming events, training programs, and job openings.

To learn more about the campaign and how to get involved, visit opportunitybeginshere.org and follow us on social media.

- Facebook: [_Opportunity Begins Here](#)
- Instagram: [_Opportunity Begins Here](#)
- LinkedIn: [_Opportunity Begins Here](#)

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About Pacific Mountain Workforce Development (PacMtn)

PacMtn is a nonprofit organization that is the recognized convener of regional workforce development efforts. The PacMtn Board of Directors, PacMtn elected Official Consortium, and all staff are dedicated to the development of a workforce system that supports business, industry, and all levels of employers and job seekers. PacMtn oversees the regional network of American Job Centers, called WorkSource, which houses the demand-driven and integrated system of partners dedicated to developing community prosperity, one job seeker and one employer at a time.

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