

**FOR IMMEDIATE RELEASE**

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## **Northeast Minnesota Office of Job Training Expands Their Mission**

DULUTH, MN — The Northeast Minnesota Office of Job Training (NEMOJT) opened their doors to the Northland over 40 years ago, with a commitment to supporting and uplifting those looking for jobs, stability, and financial independence.

Now, NEMOJT is pleased to announce a rebranding and relaunch as JET; Jobs, Empowerment, Training. Undertaken with their agency partner, Swim Creative — a branding, interactive and advertising firm — their brand now fully reflects their values as a company wholeheartedly committed to helping people find not just jobs, but a path to their best life.

“At JET, we are not only focused on career readiness and job placement, but also on being a reliable, knowledgeable resource to empower people to reach their goals in all aspects of life and well-being – economic, social, emotional, physical, and psychological. In order for individuals to enter, remain and succeed in the workforce, the whole person must be served – and that is JET’s commitment and mission – ‘Build thriving communities by guiding and empowering individuals’,” said Marie Domiano, Executive Director.” “Our new name comes after decades of listening to and understanding each person that comes to us for answers or assistance. It was time to remind the region that we’re so much more than just job placement. That’s why we turned to Swim Creative, who worked with us to create a new logo and brand that encapsulates our mission, values, and long-standing history of excellence. We are incredibly happy with the outcome and look forward to helping more people across the Northland.”

After many years of supporting their communities, JET is ready to go further by counseling people through abuse, medical challenges, and mental health barriers by modeling and promoting self-advocacy while providing support for retraining, childcare, transportation and more.

“JET is all about listening to and helping the people,” said, Patrice Bradley, Swim’s CEO and Creative Director. “We’re excited to see how JET is going to continue to impact and help so many lives. We take great pride in partnering with companies with a mission like JET’s.”

### **About JET**

[JET](#) serves job seekers, including dislocated workers, people wishing to enter or re-enter the workforce, youth, and adults interested in training and education. Services include career planning and exploration, personalized job search strategies, funding for post-secondary education, and financial resources to support job search activities.

### **About Swim**

[Swim](#) is a collective of thinkers, tacticians and artists that build brands through collaboration, insight, and hard work. Founded on a commitment to telling the truth, they use whip-smart strategy to turn ideas into creative that empowers, inspires, and transforms. When strategy and creativity sync: you Swim.