

The Reinvent Project



Your Life, Organization, Community

PRESS RELEASE

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FOR IMMEDIATE RELEASE

THE REINVENT PROJECT LAUNCHES \$100,000 PROGRAM GIVEAWAY EVENT IN CLARKSBURG, WEST VIRGINIA

The Reinvent Project, producers of The Reinvention System, a personal development program, is launching a \$100,000 national program giveaway on April 20, 2016 at 1:00PM at the offices of Amazing Cities in Clarksburg, West Virginia. Based in Michigan, the Reinvention System has been under development for the past three years and is designed to address the needs of individuals who are in the midst of a career change or contemplating retirement. The system was developed after the release of the popular book, *“Don’t Retire, Reinvent Yourself”* by Dr. Frank Jenio and veteran newspaper reporter, Mike Connell. Dr. Jenio, a successful business consultant in Michigan was troubled by the plight of many people who found themselves facing career challenges after years of employment in the auto industry. The problems increased when thousands of military veterans were transitioning into civilian life and facing difficulty in finding a job. Dr. Jenio joined with professional speaker and author, Jim Hunt and Huffington Post writer and author, Eileen Williams to undertake the task of developing a comprehensive system to address the need for reinvention for the Baby Boomer generation.

“West Virginia was chosen as the site for the National Launch of the Reinvention System because of the large number of military veterans and those displaced by the recent downturn in the coal industry”, stated Dr. Jenio. “The \$100,000 program giveaway allows us to get our product into the hands of people who would like to begin the journey of Reinvention.” In order to qualify for one of the ten Reinvention Systems, an individual will need to complete an online application at, www.thereinventproject.com. The award notifications will be made on July 1, 2016.

The impact of the seventy-five million people, composing the so-called ‘Baby Boomer’ generation, has led to an increase in the need for lifelong learning programs to enable successful transitions and life assessments. Over ten thousand people a day are retiring and looking for new challenges and opportunities. In her book, *“Land the Job You Love”*, Eileen Williams explores the twists and turns of finding a job after 50. Co-Founder Jim Hunt of The Reinvent Project, regularly speaks to thousands of people each year and shares the story of his own personal reinvention from a small town public official to a nationally known speaker and author who travels throughout the world pursuing a passion for reinventing cities and local governments. “I am excited to host the National Launch at our offices in Clarksburg and believe it will give West Virginia workers a helping hand as they deal with a tough economy,” stated Hunt.

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