



NEWS RELEASE

November 7, 2022

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Southwest Creations Collaborative to Receive Excellence in Workforce Development Award from AREA

Recognizes outstanding leadership in economic development in the region, to be awarded at the Nov. 17 AREA Annual Dinner at Sandia Resort

Albuquerque, NM – Albuquerque Regional Economic Alliance has announced the honorees for the fourth annual 505 Awards, which recognize organizations and individuals that are making exceptional contributions to economic growth and prosperity in the greater Albuquerque region, resulting in improvements to its overall economic strength and competitive position.

The Excellence in Workforce Development Award recognizes an organization that has played a leading role in workforce readiness, including the implementation of training and educational programs, the sponsorship of scholarship or grant programs, the creation of internship or mentorship programs, or other efforts to develop long-term job skills and career pathways for the region's workforce.

The 2022 award recipient is Southwest Creations Collaborative. Southwest Creations Collaborative (SCC) was created in 1994 as a sewing and handwork poverty alleviation project with a single goal: to provide dignified, living wage employment to women from low-income communities. The founders implemented strategies from projects around the world that recognize when a woman is given an opportunity to earn an income, she will invest in her children and family first. Its mission is to build economic and educational opportunities across generations. SCC's efforts over the past two decades have helped us employ over 125 people, create 35 living wage jobs and develop its Hacia: Toward the University college-readiness programs that have achieved 98% high school graduation and 86% college attendance rates. Their revenue has grown from \$30,000 to over one million dollars, and its business operations are 100% self-sufficient and contribute over \$100,000 annually to support its social impact programs.

This year's Community Leadership Award is sponsored by Meta.

The awards will be bestowed in person at AREA's signature event, the Annual Dinner and 505 Awards which will take place November 17 from 5 – 9 p.m. at Sandia Resort. This year's theme is "Taking Flight" – a nod to the significant industry presence and opportunity for the region in aerospace and defense but also a recognition that AREA's strategic plan and shift to a more



regionally inclusive approach to economic development is taking flight and gaining momentum as well.

To attend the 2022 Annual Dinner and 505 Awards, where honorees will be recognized, or for more information on awards categories, eligibility requirements or judging criteria, visit www.abq.org/505Awards/.

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About AREA

The Albuquerque Regional Economic Alliance is a private, nonprofit organization whose mission is leads and executes strategies designed to grow and diversify the economic base of the greater Albuquerque region, creating a prosperous, diverse and inclusive economy and elevating the standard of living for all. AREA provides confidential assistance to businesses considering the area for expansion and new investment. Since its creation in 1960, AREA has recruited more than 250 companies and more than 35,000 jobs to the Albuquerque metro area. AREA also provides retention and expansion assistance to existing industry. For more information, visit ABQ.org.

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