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**TORY JOHNSON, GOOD MORNING AMERICA (ABC NEWS)
WORKPLACE CONTRIBUTOR COMING TO HAMPTON ROADS**

CHESAPEAKE, VA – (September 1, 2009) - *Good Morning America (GMA) ABC News'* Workplace Correspondent and best-selling author Tory Johnson is bringing one-on-one career advice and proven tips to job seekers in Hampton Roads. Join Johnson at the signing of her new book, *Fired to Hired: Bouncing Back from Job Loss to Get Work Right Now*, on Thursday, September 10, 2009 from 5:00 – 6:00 p.m. at the Barnes and Noble Bookstore, 1212 Greenbrier Parkway, in Chesapeake.

The book signing is presented by the Chesapeake-based "It" Factor Job Club which has garnered national and local attention as one of the inaugural members of the "Good Morning America" Job Club initiative, inspired by Johnson last year. "It" Factor founders Laurie Baggett and Michelle Pippin will also be on hand at the book signing to provide career advice and networking at the signing of Johnson's new book.

"After getting to know the sensational "It" Factor Job Club from a distance via email and the web for the last 18 months, I'm thrilled to meet its fearless leader and accomplished members in person," Johnson said. "They've truly gone from 'fired to hired' and I'm looking forward to helping others in Hampton Roads do just that by offering advice and inspiration at our Barnes and Noble event."

Attend this event if you are:

- Unemployed
- Under-employed
- Too afraid to ask for a raise in today's economy
- Looking to reenter the workforce after taking some time off
- Stay-At-Home Mom looking to bring in extra income
- Or wanting to make a career switch all together

Chesapeake's Mayor Alan Krasnoff said, "This national innovative, workforce concept has been successfully implemented in Chesapeake and positioned to spread throughout the Hampton Roads area. We welcome Tory Johnson's visit and her career advice. The "It" Factor Job Club and Good Morning America emphasizes that Chesapeake is open for business by giving us another excellent employment resource for our citizens."

Page Two –Tory Johnson, Good Morning America (ABC News) Workplace Contributor
Coming to Hampton Roads

Johnson's New York Times bestseller, "Will Work from Home," has proven comprehensive and inspiring. In her new book, the Women for Hire CEO and "Good Morning America" workplace contributor returns with advice and real-life stories for finding the right job after being let go. Johnson knows what it takes to get noticed and hired.

Baggett, a national Career Management Consultant, and Pippin, founder and CEO of Women Who Wow, have led the volunteer "It" Factor initiative since October 2008, and meet weekly at Bean There Café in Chesapeake. They assembled their newest group last week in August 2009.

In August the club also teamed up with Chesapeake Economic Development Department to further support job seekers and employers within the City. The partnership with "It" Factor is aligned with one of the Department's workforce goals to find and retain talented professionals to ensure the success of Chesapeake's expanding and new companies.

"The 'It' Factor Job Club, like many other job clubs founded by GMA, provides job seekers with essential tools for finding their new positions, including networking skills, resume guidance and interview tips," said Adam Coppin, Operations Director of Web-Teks and previous Job Club member. "But perhaps the most essential - it gives its members a support group to help them through the hardships of a jobless recession recovery."

"It" Factor has been featured on Good Morning America, ABC News Now, Hampton Roads ABC affiliate WVEC TV-13 News, and in the Virginian-Pilot, Tidewater Women, Inside Business, and Portfolio Weekly.

For more information, visit these websites at www.womenforhire.com or www.itfactorjobclub.com.

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