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IMMEDIATE RELEASE

Pro Football Hall of Famer Emmitt Smith to Serve as Ambassador for Dallas Regional Chamber Campaign to Connect Workers Impacted by COVID-19 to Jobs, Resources

DALLAS (April 20, 2020) – The Dallas Regional Chamber (DRC) today announced that Emmitt Smith will serve as the chief spokesman of its campaign to connect workers displaced by the COVID-19 crisis to thousands of available jobs in the Dallas Region.

The NFL All-Time Rushing leader, who is also a DRC board member, will appear on billboards and in radio, television, and social media marketing for the DRC’s [“Connecting Displaced Workers to Jobs”](#) platform ([download complete media kit for audio, video, and graphics](#)). The online portal lives on the DRC’s Say Yes to Dallas talent attraction campaign page and includes listings broken down by sector, including hospitals, pharmacies, grocery stores, food service, and warehouses.

“Dallas has given me and my family so much throughout my career in football and in business,” said Smith. “Some of the very people who cheered so hard for me throughout my career in football are now the ones I’m rooting for to get back on their feet. I’m proud to play a part in bringing awareness to efforts of the DRC and partner organizations to help get the good people of North Texas back to work.”

The website offers listings to individuals who need:

- leads for in-demand jobs;
- access to online courses to upskill into high-demand, well-paying jobs;
- childcare resources for parents involved in essential work; and
- links to help workers to file for unemployment claims.

“There are few people in Dallas whose platform and voice better represent the kind of tenacity and positive spirit that we need to inspire hope right now,” said Dale Petroskey, DRC President and CEO. “The DRC is doing all we can to help our neighbors who are out of work through no fault of their own. Emmitt is the ideal partner to spread the word that better days are ahead and opportunities and resources are just a few clicks away.”

Job opportunities include nurses, pharmacy technicians, shelf stockers at grocers, and delivery drivers. The postings are updated in real-time, and the DRC is working in partnership with the workforce boards of Greater Dallas, Tarrant County, and North Central Texas to reach as many employer opportunities as possible. The Say Yes site continues to function as a resource for companies or individuals seeking to relocate to the Dallas Region.

The DRC jobs initiative was born out of an ongoing collaboration with leaders from the Dallas Citizens Council, Downtown Dallas Inc., and VisitDallas in meetings earlier this month as the COVID-19 crisis began unfolding in Dallas.

Clear Channel Outdoor donated digital billboard space for the campaign’s use through the end of the year.

“Clear Channel Outdoor is proud to work with the Dallas Regional Chamber and Emmitt Smith to lift our fellow North Texans up during these challenging times,” said Jake Smith, Vice President & DFW Branch President of Clear Channel

Outdoor. “We stand with our community in spreading the word about quality job opportunities and critical resources here in Dallas.”

Employers and workers who wish to learn more about how to post openings or seek positions should contact workforce@dallaschamber.org.

About the Dallas Regional Chamber

The Dallas Regional Chamber is one of the most established business organizations in the nation and serves as the voice of business and the champion of economic development and growth in the Dallas Region. We work with our member companies and regional partners to strengthen our business community by advocating for pro-growth public policies, improving our educational system, attracting talented workers from around the world, and enhancing the quality of life for all. Our goal is to make Dallas the best place in the United States to live, work, and do business. For more information, please contact the DRC at 214.746.6600 or visit www.dallaschamber.org.

About Emmitt Smith

Emmitt Smith is a professional football icon, businessman, entrepreneur, philanthropist and family man. During his 15 seasons in the National Football League, the 8x Pro Bowler amassed many records that still stand today, including the most career rushing yards and the most career rushing touchdowns. Smith’s impressive resume also includes three Super Bowl championship rings, his induction into the Pro Football Hall of Fame in 2010 and being named to the NFL 100 All Time Team in 2019. After retiring from the NFL in 2004, Smith transitioned to the role of businessman and entrepreneur and currently runs several companies spanning real estate, construction and technology. Along the way, he added ABC’s *Dancing with the Stars* season three champion and author to his list of accomplishments. Active in charitable outreach both in the Dallas area and on a national level, Smith founded Pat & Emmitt Smith Charities with his wife to provide unique experiences and educational opportunities to underserved youth.

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