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Shreveport-Bossier Breaks in the “Top 25 Best Cities for Graduates”

SHREVEPORT-BOSSIER, LA— As a flood of new graduates hit the marketplace, a new ranking lists Shreveport-Bossier as one of the most livable metros, where the cost of living is low, job growth is strong, and average earnings are high. The Shreveport-Bossier area ranked 20th on a list of “Top 25 Best Cities for Recent Graduates,” released by The Daily Beast, a news website which attracts 5 million unique views a month.

Editors considered several factors, including the unemployment rate, the average salary per capita, the cost of living, the population, the number of rental properties and the percentage of population between the ages of 22 and 24.

“Young graduates will find a lot of opportunities in North Louisiana. Recently, Shreveport-Bossier was also recognized by Forbes magazine as #7 midsize metro on its list of ‘Best Cities for Jobs.’ Besides being a great place to work, North Louisiana is also a great place to live where the cost of living is below the national average and housing costs are low,” said Kurt Foreman, President of the North Louisiana Economic Partnership (NLEP), a regional economic development organization.

According to the website, Shreveport-Bossier’s unemployment rate is 7.2%- well below the national average of 9.1%. The average per capita personal income is \$38,358, and the cost of living is 96.1 percent of the national average. Nearly 4 percent of the area’s population of 391,516 is between the ages of 22 and 24. Graduates can also easily find available housing with 35 percent of housing units for rent.

“Many of our young people believe the grass is greener elsewhere and never consider staying in North Louisiana after they graduate,” said Foreman. “But the reality is North Louisiana is filled with opportunities. That why NLEP created the North Louisiana Employment Opportunities Network (NEON), a workforce marketing program that highlights regional employers and opportunities for connecting with them as well as the positive attributes about living in North Louisiana,” said Foreman.

NEON’s website, workthisway.org, offers tools to employers to recruit the right employees and content that showcases North Louisiana’s great quality of life. NEON targets recent graduates, transplants and “boomerangs,” former residents who have moved away and are considering returning home.

NLEP is a nonprofit regional economic development marketing organization that promotes 14 parishes in North Louisiana as a desirable business location, in order to foster job creation and capital investment to build the region’s economy.

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