



NEWS RELEASE

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PVJOBS Honors Re-entry Workers at “Perseverance Rewarded”

Los Angeles — Oscar Flores and Norman Mason were recently honored for turning their lives around with the help of Playa Vista Job Opportunities and Business Services (PVJOBS), a South L.A. nonprofit that places members of the local at-risk community in construction-related jobs.

Mason accepted his “Participant of the Year” award at the “Perseverance Rewarded” recognition luncheon September 29th, with his son, Norman Jr.

““Since I reached out to PVJOBS, I have had a lot of opportunities,” Mason said. “I drive down the freeway and I tell my son ‘I built than, boy,’ and he’s like ‘Dad, man we need to go up there.’ I can tell that he’s proud of me.”

Event keynote, California State Senator Holly J. Mitchell, spoke about her two years of perseverance to pass a bill which eliminated civil asset forfeiture, meaning that you must be convicted of a crime before your cash and property can be seized and not returned.

“But it’s not just about policy, it is also about practice,” Mitchell said. “It is about how we encourage employers to hire men and women with records; it is about how we train people to gain useful skills that will make them attractive to the workforce; it is about how we re-think our own bias to have a more complete and nuanced understanding of people who have been touched by the criminal justice system.”

Fassberg Contracting Corporation and Playa Vista/Brookfield Residential, managers of the West Los Angeles Playa Vista project were honored as *Contractor of the Year* and *Visionary of the Year*, respectively, for hiring PVJOBS participants.

“The fact that PVJOBS partners with businesses like Fassberg and Brookfield Residential, who also ‘get it,’ is a testament to where we need to go,” Mitchell said.

“Rebuilding a life after release is challenging, but we all benefit when more individuals like Oscar Flores and Norman Mason remain with their families, get jobs and rejoin our community.”

For additional information, visit www.pvjobs.org.

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*PVJOBS is a nationally recognized nonprofit organization that works with major construction projects, unions and 135 community-based organizations to provide construction job opportunities to local at-risk residents. *These at-risk adults have either come from single-parent homes, have been welfare recipients, did not complete high school, have former gang affiliations, endured homelessness or have been incarcerated. PVJOBS has nearly 1700 active, job-ready candidates in its database. Since its formation in 1998, PVJOBS has filled more than 8,000 positions, maintaining a retention rate of 87 percent.*