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**TechRochester Announces New Scholarship Program**

**ROCHESTER, NY, October 22, 2020** — TechRochester, an organization founded in 2000 as Digital Rochester, has partnered with COMIDA and Monroe County Executive Adam Bello in creating a new scholarship program to help those impacted by job loss during the COVID-19 pandemic. This scholarship program helps individuals with a financial need to obtain an IT certification with the goal of finding a new job in the Rochester area.

County Executive Bello commented on the need of the scholarship program in the Rochester community. “On behalf of Monroe County, I am excited to support this program through matching funds offered by COMIDA. Many talented Monroe County workers have been displaced due to the pandemic in industries where future employment opportunities look uncertain at this time. A great deal of these men and women lack the experience or certification to secure reliable, higher-paying jobs in essential industries like information technology. This partnership with TechRochester and local technology businesses will help some of these candidates access free, accelerated training and, ultimately, great new careers in Rochester’s growing high-tech economy.”

Kim Gaylord, Executive Director at TechRochester, discusses the scholarship program initiative. She states, “Our COVID-19 Impact Scholarship will provide someone with the funding and resources to help shift their career into IT, all while staying in the Rochester area. We are happy to help individuals in the local community pivot their career path.”

In addition, TechRochester has partnered with The Shore Foundation to provide the recipient with a computer to set them up for success. For information about the Shore Foundation visit their website - <https://www.theshorefoundation.com/>

**About the TechRochester Scholarship**

* Applications are available on the TechRochester website at <https://techrochester.org/techrochester-scholarship/>.
* Complete an application form and email it to TechRochester. Applications are due by noon on December 6. Recipient to be announced the week of December 14th.
* Applications will be reviewed by the scholarship committee and be awarded 2x per year
* Applicants can apply as many times as they would like.
* Contact Kim Gaylord at [kim@techrochester.org](mailto:kim@techrochester.org) with any questions.

TechRochester is an organization comprised of professionals and companies that are working together to strengthen the Greater Rochester Area’s technology community. We accomplish this through the development and sponsorship of relevant events and stimulating programs focused on skill building and the cultivation of individual and business relationships.

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