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Professional Diversity Network Hosts Minneapolis Career Fair On MLK Holiday

Opportunity knocks for area's diverse mid-to-senior level candidates with technology, finance, healthcare, sales and marketing experience

MINNEAPOLIS, Jan. 14, 2014 /PRNewswire/ -- On the heels of its successful career networking conference in Chicago, Professional Diversity Network, Inc. (Nasdaq:IPDN) will launch the first of its 2014 conferences in Minneapolis, MN on Monday, January 20 from 9:00 a.m. until 2:00 p.m. at the Minneapolis Convention Center. The fair offers a wide array of career development opportunities for African-American, Asian-American and Hispanic-American professionals, as well as professional Women and Veterans, professionals with disabilities and members of the LGBT professional community.

The event will take place on Martin Luther King Day, a federal holiday commemorating the life and achievements of the inspirational American civil rights leader. Mike Hall, executive vice president of Professional Diversity Network said, "By hosting the event on MLK Day we not only hope to increase participation among local job-seekers, but also to celebrate the values of equality Dr. King so compellingly expressed in his dream for America."

In addition to networking opportunities, the one-day event will offer seminars on personal branding, resume writing and "acing" the job interview. Participating companies include **3M, Blue Cross Blue Shield of Minnesota, Bright Horizons Family Solutions, HealthPartners, Intermediate District 287, NextEra Energy Resources, Regions Hospital, University of Minnesota Physicians, COUNTRY Financial, Land O'Lakes, ACR Healthcare, The Schwan Food Company, The Arc Greater Twin Cites,** and **Prime Therapeutics**, among others.

"In an increasingly competitive global economy, the ability to recruit top talent from the largest and most diverse pool of candidates is critical to improving the bottom line and achieving success in the marketplace," Hall added. "Professional Diversity Network's capacity for connecting employers with top diversity talent is unparalleled in the industry."

Through localized career conferences that highlight premier employers in each city, human resource managers and recruiters can ramp up their ability to identify top talent, while participants also benefit from face-to-face networking. The event also addresses challenges inherent to today's job search process, which has evolved from classified ads and job boards to a more complex, relationship-driven environment.

Following Professional Diversity Network's inaugural networking conference in Chicago, participant feedback was overwhelmingly positive. A senior recruiter from Blue Cross and Blue Shield Association commented, "This is a great venue. We collaborated with the

organizations represented and I loved the networking approach versus the traditional job fair format!"

To register for the Professional Diversity Network Networking Career Fair in Minneapolis, visit http://www.prodivnet.com/events/mlk-minneapolis-career-fair. Connect on Facebook and follow conference updates on Twitter @PDNEvents; hashtag #PDNEMLK.

About Professional Diversity Network, Inc.

Professional Diversity Network develops and operates online networks dedicated to serving diverse professionals in the United States and providing them with access to employment opportunities. Professional Diversity Network offers employers who value diversity an online platform in which to identify and acquire diverse talent for their hiring needs. Professional Diversity Network owns and operates professional networking communities including: iHispano.com for Hispanic Professionals, AMightyRiver.com for African American professionals, WomensCareerChannel.com for Female Professionals, Military2Career.com for Veterans, ProAble.net for Professionals with Disabilities, OutProNet.com for professionals in the Gay Community, and AsianCareerNetwork.com for Asian professionals.

For more information, visit: www.professionaldiversitynetwork.com

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