

# Media Release: High-speed rail project could be the PR saviour American rail needs to thrive

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Chicago, IL: The recently funded high-speed rail project from Las Vegas to Southern California will help the U.S. build a competitive transport network, but it needs to be utilised as a career PR tool to build a sustainable talent pool. That's according to Chicago-based rail and energy hiring expert, Samuel Knight International.

The high-speed rail development – run by Virgin Trains USA – will result in passengers spending just 75 minutes travelling from Las Vegas to Victorville via train, a stark contrast to the three-hour drive on I-15, and will revolutionise rail and infrastructure developments across America.

According to representatives from SKI Corp – the U.S. operation of Samuel Knight – this project needs to be used as a marketing tool to attract more people into a career in rail in order to address the global shortage of skills.

Steve Rawlingson, Group CEO of SKI Corp, commented:

“This is a particularly exciting project for rail and it's great to see such support for the development. However, the future of this innovation is limited if we can't encourage more education-leavers and return-to-workers into a career in the sector. While it's encouraging to see industry representatives visit colleges and schools to educate kids on the huge potential rail holds for staff, we need to be utilising these big projects as PR tools as well.”

“Using the likes of the Vegas to California high-speed link to showcase the exciting and varied ranges of roles in rail, we can encourage a greater diversity of applicants in to the industry, for the benefit of both the sector and the wider U.S. economy.”

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