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FOR IMMEDIATE RELEASE
May 7, 2026

REGIONAL CHAMBER, SWAGG COFFEE BAR TO CELEBRATE HIGH SCHOOL SENIORS ENTERING THE REGIONAL WORKFORCE

KENNEWICK, Wash. – The Tri-City Regional Chamber of Commerce is officially launching the 2026 Tri-Cities Regional Career Signing Day, introducing a high-energy "Workforce Rookie" campaign designed to celebrate local high school graduates as they enter the regional economy.

This year's program treats career milestones with the prestige of a professional sports draft. In a major partnership, the Chamber has teamed up with Swagg Coffee Bar to provide a \$50 "Signing Bonus" gift card to the 30 graduates selected for the 2026 Starting Lineup—an initiative backed by a \$1,500 in-kind investment to reward students for choosing to stay and work in the Tri-Cities.

"The transition from the classroom to the workforce is a major league move, and we want our local talent to feel that level of support from the business community," said Austin Regimbal, Vice President of the Tri-City Regional Chamber.

The 2026 Game Plan

The Workforce Rookie campaign highlights the region's newest professionals through several high-visibility initiatives:

- The \$50 Signing Bonus: 30 selected "Rookies" will receive a \$50 Swagg Coffee Bar gift card.
- The Custom Rookie Card: The grads will be featured on a premium, collectible physical sports card highlighting their name, trade, and new employer.
- Opening Day (June 15): The campaign culminates in a massive regional digital reveal, showcasing the 30-student "Starting Lineup" to thousands of local leaders and families.

Call for Draft Declarations

2026 graduates entering the workforce in the region are invited to "Declare for the Draft" by submitting their information and a "Rookie" headshot. The deadline for all declarations is Friday, May 22.

Students, parents, and hiring managers can access the official declaration form at:
<https://wkf.ms/3P7a0Kv>.

The League Partners

The 2026 campaign is powered by 14 of the region's most prominent organizations and stakeholders, including Bechtel, PNNL, Kadlec, Gesa Credit Union, HAPO, HMIS, CPCCo, Ben Franklin Transit, Benton PUD, Cascade Natural Gas, H2C, ICCU, Next Level Pros, and Tire Factory.

The Tri-City Regional Chamber of Commerce is the catalyst, convener and champion for community and business prosperity. For further details about the Regional Chamber, visit www.tricityregionalchamber.com or call 509.736.0510.

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