



Roanoke City Elementary School Students Collect Donations Valued at \$22,994 for Goodwill Industries® of the Valleys

FOR IMMEDIATE RELEASE:

March 12, 2012

Roanoke, VA. Goodwill Industries of the Valleys is excited to announce the results of the “Show the Love” Donation Drive, which was held in partnership with Roanoke City Public Schools. Between January 30th and March 9th seven schools participated in the event: Fishburn Park, Morningside, Virginia Heights, Grandin Court, Garden City, and Hurt Park Elementary Schools, as well as Gibboney ROTEC & Patrick Henry High School.

The schools collected a total of 670 donations that are valued at approximately \$22,994 when sold in Goodwill® stores. This results in critical revenue that helps to fund job training and employment programs for youth, adults, and seniors with disabilities, economic disadvantages, as well as those that have lost their job due to company closing or layoff that Goodwill serves. If any students missed their chance to donate during the drive, they can still bring their donation to one of Goodwill’s stores or donation centers.

“The partnership with local schools is a wonderful collaboration that encourages local students to make a difference in the lives of people right here in our community,” states Bruce Phipps, President and CEO of Goodwill Industries of the Valleys. “We would like to express our gratitude to superintendent Rita Bishop and her staff who were a great support in making the donation drives such a success.”

The goal of the donation drives is to collect gently used materials to benefit Goodwill, educate local students about social consciousness and environmental responsibility, and provide support for the community at the same time. Participating students also learn about the importance of protecting the environment and utilizing Goodwill as outlet for recycling, repurposing, and reusing materials. In 2011, Goodwill’s retail and salvage operations helped protect the environment by keeping over 14.3 million pounds of materials out of area landfills.

Goodwill is establishing partnerships with schools not only in Roanoke, but also in other parts of its service area. For 2012 a total of 20 school donation drives are being planned.

Goodwill Industries of the Valleys, a United Way partner organization headquartered in Roanoke, serves 31 counties and 14 cities in the New River, Roanoke, and Shenandoah Valleys. Its mission is to help people and families in our community achieve a better life through work and independence. In 2011 Goodwill assisted 75,734 individuals and in this difficult employment market placed 2,111 people into jobs in the community.

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