

**FOR IMMEDIATE RELEASE**

**May 16, 2013**

**Goodwill Industries of the Valleys Honored with Goodwill® Advocacy Leader Award  
Roanoke Goodwill's Public Policy Efforts Lauded at Annual Advocacy Event**

**ROCKVILLE, MD** — Goodwill Industries of the Valleys (Roanoke) has been honored with a 2013 Advocacy Leader Award from Goodwill Industries International. The award recognizes a Goodwill® agency that has demonstrated leadership and commitment to advancing Goodwill's advocacy and policy efforts to further its mission of helping people secure employment and build stronger communities.

Goodwill Industries of the Valleys operates in three large Virginia congressional districts, educating its representatives about reauthorization of the Workforce Investment Act (WIA) and the Vocational Rehabilitation Act, Medicaid waivers, job creation, and programs for older workers. The Goodwill's policy work includes in-person visits as well as regular contact via social media. Invitations to events like store openings help provide the link between Goodwill's donated goods retail model and the career services that put people to work.

Goodwill Industries of the Valley also works through the Virginia Goodwill Network (a consortium of six Goodwill organizations in the state) to advocate for issues every winter at the Virginia General Assembly. The network contracts an independent surveyor to assess Goodwill's impact on the state's economy and contributions to the state treasury. The spring 2012 study revealed that the Virginia Goodwill Network had a half billion dollar impact on the state's economy through the placement of people in jobs and the repurposing of landfill bound material.

"Team members at the Roanoke Goodwill are skilled in educating policymakers about the connection between Goodwill and stronger families and communities," said Jim Gibbons, president and CEO of Goodwill Industries International. "They do an excellent job of keeping Goodwill's policy priorities front and center so that meaningful dialogue results in legislation that supports workers."

Bruce Phipps, president and CEO of Goodwill Industries of the Valley, accepted the award on behalf of his agency at a May 15 reception in Washington, D.C. The reception is part of Goodwill Industries International's seventh annual Advocacy Day – "Designing Goodwill into the Future."

**About Goodwill Industries International:**

Goodwill Industries International is a network of 165 community-based agencies in the United States and Canada with 14 affiliates in 13 other countries. Goodwill is one of Forbes' top 25 most inspiring companies. (Forbes, 2012) Goodwill agencies are innovative and sustainable social enterprises that fund job training programs, employment placement services and other community-based programs by selling donated clothing and household items in more than 2,800 stores and online at [shopgoodwill.com](http://shopgoodwill.com). Local Goodwill agencies also build revenue and create jobs by contracting with businesses and government to provide a wide range of commercial services, including packaging and assembly, food service preparation, and document imaging and shredding. In 2012, more than four million people in the United States and Canada benefited from Goodwill's career services. Goodwill channels 82 percent of its revenues directly into its programs and services. To find a Goodwill location near you, use the online locator at [www.goodwill.org](http://www.goodwill.org), or call (800) GOODWILL. Find us on Facebook: GoodwillIntl or follow us on Twitter: @GoodwillCapHill, @GoodwillIntl.

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