



## Media Alerts for Goodwill (Beginning Saturday, April 14<sup>th</sup> – April 30<sup>th</sup>) (opportunities throughout the Roanoke, New River, and Shenandoah Valleys, including Lynchburg and Charlottesville)

### Included in this edition:

- Bikes for Vets Collection Event, Saturday, April 14<sup>th</sup>
- Technology Training Information Sessions for Individuals Interested in Training for a Career in the IT Industry
- Goodwill Tours
- Many more workshops, events, and photo/video opps.

Trouble viewing the email version of this Media Tips for Local News Media? [Click Here](#) to access it online.

### Looking for a special or last minute story? Contact us today!

We would love to brainstorm potential story ideas with you, including personal interest stories of the people we serve.

### For more information or to set up an interview please contact:

Kelly Sandridge: E: [ksandridge@goodwillvalleys.com](mailto:ksandridge@goodwillvalleys.com)  
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## Goodwill Industries of the Valleys and Salem VA Medical Center Partner for “Bikes for Vets” Collection Event and Campaign Update (Roanoke Valley Area)

Saturday, April 14<sup>th</sup> from 10am – 2pm is a coordinated collection event for Bikes for Vets Campaign at the Goodwill on East Main Street in Salem

Roanoke, VA – Goodwill Industries of the Valleys and the Salem VA Medical Center’s Health Care for Homeless Veterans and Community Employment Program continue to collect bikes for the “Bikes for Vets” Campaign. This first time partnership has collected 27 bikes since the beginning of April and is seeking to collect even more between now and April 30<sup>th</sup>. The bikes will be distributed at the Salem VA Medical Center’s VA2K on May 16<sup>th</sup> to Veterans who have limited resources available for transportation to get to work or to seek employment. Salem VA Credit Union will also be sponsoring the purchase of helmets and locks as a part of the Bikes for Vets Campaign.



## “Bikes for Vets” Collection Event

Saturday, April 14<sup>th</sup> | 10am – 2pm

Goodwill Store in Salem Near Lakeside | 1493 East Main Street, Salem, VA 24153

During the event both Goodwill and the Salem VA Medical Center will have tables set up with information about programs and services available to Veterans and other individuals with barriers to success that may benefit from Goodwill training and employment programs.

The public interested in donating to the campaign may also drop off bicycles at the Goodwill store located at 1493 East Main Street in Salem now through April 30<sup>th</sup>. Donation hours are Monday through Saturday from 8am – 8pm and Sunday from 12pm – 6pm. Donors must designate that they would like the bike to be included in the “Bikes for Vets” Campaign. Bicycles for the campaign cannot be accepted at other Goodwill stores in the area; the Salem location near Lakeside is the only donation location for this campaign.

[Click here](#) to read the full press release about the Bikes for Vets Campaign.

*(Pictured – Salem VA Medical Center Staff, Goodwill representative, and Veterans with donated bikes)*

**For More Information Contact:**

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**Goodwill to Hold Information Session for Individuals interested in Technology Training**  
**In as little as 10-weeks Goodwill can help people obtain the skills they need to enter the technology industry.**  
**Roanoke Area Information Sessions Scheduled for April 17<sup>th</sup>, 18<sup>th</sup>, & 24<sup>th</sup>**



Goodwill’s Careers in Technology\* program helps individuals, age 17 and older who are unemployed, underemployed, dislocated, and incumbent workers, to gain the skills needed to have a career in the technology industry. In as little as eight weeks, those who qualify for the program receive skills training and the opportunity to earn industry recognized credentials to get their career started on the right foot. The program provides financial assistance for tuition, books, and exam fees. Individuals also benefit from job-readiness and soft skills training as well as job placement assistance.

**Information Session in Roanoke will be held at the Roanoke Jobs Campus (2502 Melrose Avenue, NW Suite B):**

Tuesday, April 17<sup>th</sup> | 12pm – 1pm

Wednesday, April 18<sup>th</sup> | 12pm – 1pm

Tuesday, April 24<sup>th</sup> | 12pm – 1pm

**Individuals are encouraged to complete the [online interest form](#) if they are interested in the program.**

Careers in technology are predicted to steadily increase in demand and salary over the next 6 to 10 years. Best of all, the chances of advancement are high, along with steady increases in salary with gained experience.

Goodwill training will be focused on the skills needed help individuals become:

- Help Desk Technician
- Network Support Specialist
- PC Technician
- Computer User Support Specialist
- Computer Programmer

Through funding from a TechHire grant, students will benefit from the technology training for certifications in areas such:

- CompTIA A+
- Network+

*\*This program is funded as a part of the Obama Administration's efforts to work with communities to get more Americans trained for well-paying jobs through the TechHire initiative. Goodwill Industries® International was awarded a \$4 million grant from the U.S. Department of Labor Employment and Training Administration*

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## Goodwill Invites the Media to Attend a Real Goodwill Tour

### Tours available in Roanoke, Lynchburg, and Radford

Goodwill Industries of the Valleys is inviting members of the media to attend a "Real Goodwill" tour to learn about our organization's impact on the community. Thanks to your continued support, more people in our community are aware of the services provided by Goodwill to help youth, adults, and seniors find employment or gain greater independence.

During the tour, you will hear from volunteers, family of program participants, and Goodwill leadership about the "Real Goodwill." Individuals that have gained greater independence after participating in Goodwill's training and employment programs will also tell their stories. **The tour is a great way to gain future story ideas and learn more about services available in our community.**

"Real Goodwill" tours take place twice a month and require prior registration as space is very limited.



#### Roanoke Jobs Campus Tour Dates:

All tours begin at 8:30am and last one hour - 2502 Melrose Avenue, NW, Roanoke, VA 24017

- Wednesday, April 18<sup>th</sup>
- Thursday, May 3<sup>rd</sup>

#### Madison Heights Jobs Center Tour Dates:

All tours begin at 8:30am and last one hour - 174 River James Drive, Madison Heights, VA 24572

- Wednesday, May 9<sup>th</sup>

#### Radford Jobs Campus Tour Dates:

All tours begin at 8:30am and last one hour - 103 Duncan Lane, Radford, VA 24141

- Thursday, June 21<sup>st</sup>

For more information on the "Real Goodwill" tour, [click here](#) or to sign up for a tour contact Kelly Sandridge at (540) 525.5728 or [ksandridge@goodwillvalleys.com](mailto:ksandridge@goodwillvalleys.com).

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## Public Classes, Workshops, and More:

Roanoke Valley			
April 16 <sup>th</sup>	<a href="#">Intermediate Computer Skills Class</a> (Class 1 of 4)	10 am – 12pm or 3pm – 5pm	Roanoke Jobs Campus, Suite B
April 17 <sup>th</sup>	<a href="#">Intermediate Computer Skills Class</a> (Class 2 of 4)	10 am – 12pm or 3pm – 5pm	Roanoke Jobs Campus, Suite B
	<a href="#">Careers in Technology</a> Information Session	12pm – 1pm	Roanoke Jobs Campus, Suite B
	<a href="#">Internet Tips &amp; Tricks Workshop</a>	1pm – 2:30pm	Roanoke Jobs Campus, Suite B

April 18 <sup>th</sup>	<a href="#">Real Goodwill Tour</a>	8:30am – 9:30am	Roanoke Jobs Campus, Suite B
	<a href="#">Intermediate Computer Skills Class</a> (Class 3 of 4)	10 am – 12pm or 3pm – 5pm	Roanoke Jobs Campus, Suite B
	<a href="#">GoodCare Open House</a>	11am	Roanoke Jobs Campus, Suite B
	<a href="#">Careers in Technology</a> Information Session	12pm – 1pm	Roanoke Jobs Campus, Suite B
April 19 <sup>th</sup>	<a href="#">Intermediate Computer Skills Class</a> (Class 4 of 4)	10 am – 12pm or 3pm – 5pm	Roanoke Jobs Campus, Suite B
	<a href="#">The Budd Group Job Fair</a>	12pm – 4pm	Roanoke Jobs Campus, Suite B
	<a href="#">Intro to Google Drive Computer Class</a>	1pm – 2:30pm	Roanoke Jobs Campus, Suite B
	<a href="#">Science Club</a>	6pm – 7:30pm	Roanoke Jobs Campus, Entrance between Suite B & C
April 20 <sup>th</sup>	<a href="#">Northstar Computer Assessments</a>	10am – 12pm	Roanoke Jobs Campus, Suite B
April 23 <sup>rd</sup>	<a href="#">Basic Microsoft Word Computer Class</a> (Class 1 of 4)	10 am – 12pm	Roanoke Jobs Campus, Suite B
	<a href="#">Basic Microsoft Excel Computer Class</a> (Class 1 of 4)	3pm – 5pm	Roanoke Jobs Campus, Suite B
April 24 <sup>th</sup>	<a href="#">Basic Microsoft Word Computer Class</a> (Class 2 of 4)	10 am – 12pm	Roanoke Jobs Campus, Suite B
	<a href="#">Careers in Technology</a> Information Session	12pm – 1pm	Roanoke Jobs Campus, Suite B
	<a href="#">Basic Microsoft Excel Computer Class</a> (Class 2 of 4)	3pm – 5pm	Roanoke Jobs Campus, Suite B
April 25 <sup>th</sup>	<a href="#">Basic Microsoft Word Computer Class</a> (Class 3 of 4)	10 am – 12pm	Roanoke Jobs Campus, Suite B
	<a href="#">Basic Microsoft Excel Computer Class</a> (Class 3 of 4)	3pm – 5pm	Roanoke Jobs Campus, Suite B
	<a href="#">GoodCare Open House</a>	3pm	Roanoke Jobs Campus, Suite B
April 26 <sup>th</sup>	<a href="#">Basic Microsoft Word Computer Class</a> (Class 4 of 4)	10 am – 12pm	Roanoke Jobs Campus, Suite B
	<a href="#">The Budd Group Job Fair</a>	12pm – 4pm	Roanoke Jobs Campus, Suite B
	<a href="#">Intro to Google Drive Computer Class</a>	1pm – 2:30pm	Roanoke Jobs Campus, Suite B
	<a href="#">Basic Microsoft Excel Computer Class</a> (Class 4 of 4)	3pm – 5pm	Roanoke Jobs Campus, Suite B
	<a href="#">Science Club</a>	6pm – 7:30pm	Roanoke Jobs Campus, Entrance between Suite B & C
April 27 <sup>th</sup>	<a href="#">Northstar Computer Assessments</a>	10am – 12pm	Roanoke Jobs Campus, Suite B
April 28 <sup>th</sup>	<a href="#">Botetourt Kiwanis Annual Recycling Day Donation Drive</a>	8:30am - 1pm	Lord Botetourt High School, Daleville

### Madison Heights/Lynchburg

April 16 <sup>th</sup>	<a href="#">Basic Computer Skills/Keyboarding Class</a>	1pm – 2:30pm	Madison Heights Jobs Center
April 17 <sup>th</sup>	<a href="#">Microsoft Word Computer Class</a>	1pm – 2:30pm	Madison Heights Jobs Center
April 18 <sup>th</sup>	<a href="#">Microsoft Excel Computer Class</a>	1pm – 2:30pm	Madison Heights Jobs Center
	<a href="#">GoodCare Open House</a>	3pm	Madison Heights Jobs Center
April 19 <sup>th</sup>	<a href="#">Financial Empowerment Workshop</a>	1pm – 2:30pm	Madison Heights Jobs Center
April 23 <sup>rd</sup>	<a href="#">Basic Computer Skills/Keyboarding Class</a>	1pm – 2:30pm	Madison Heights Jobs Center
April 24 <sup>th</sup>	<a href="#">Internet, Social Media, Email, &amp; Web Safety Computer Class</a>	1pm – 2:30pm	Madison Heights Jobs Center

April 25 <sup>th</sup>	<a href="#">Google Suite Computer Class</a>	1pm – 2:30pm	Madison Heights Jobs Center
	<a href="#">GoodCare Open House</a>	3pm	Madison Heights Jobs Center
April 26 <sup>th</sup>	<a href="#">Financial Empowerment Workshop</a>	1pm – 2:30pm	Madison Heights Jobs Center
April 30 <sup>th</sup>	<a href="#">Basic Computer Skills/Keyboarding Class</a>	1pm – 2:30pm	Madison Heights Jobs Center

### Charlottesville Area

April 17 <sup>th</sup>	<a href="#">Making Connections in your Job Search Workshop</a>	2pm – 3:30pm	Charlottesville Workforce Center*
April 18 <sup>th</sup>	<a href="#">Workforce Center Job Fair</a>	2pm – 5pm	Northside Charlottesville Library*
	<a href="#">GoodCare Open House</a>	3:30pm	Charlottesville GoodCare Office
April 19 <sup>th</sup>	<a href="#">Employers of the Week Job Fair</a>	10am – 12pm	Charlottesville Workforce Center*
April 24 <sup>th</sup>	<a href="#">Professionalism Workshop</a>	2pm – 3:30pm	Charlottesville Workforce Center*
April 25 <sup>th</sup>	<a href="#">GoodCare Open House</a>	3:30pm	Charlottesville GoodCare Office
April 26 <sup>th</sup>	<a href="#">Employers of the Week Job Fair</a>	10am – 12pm	Charlottesville Workforce Center*

### Harrisonburg

April 19 <sup>th</sup>	<a href="#">Job Seeker Workshops</a>	9:30am - 1:30pm	Harrisonburg Workforce Center*
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### Staunton

April 17 <sup>th</sup>	<a href="#">GoodCare Open House</a>	3:30pm	Greenbrier Office Park
April 24 <sup>th</sup>	<a href="#">GoodCare Open House</a>	3:30pm	Greenbrier Office Park

### Radford

April 18 <sup>th</sup>	<a href="#">GoodCare Open House</a>	2pm	Radford GoodCare Office
April 25 <sup>th</sup>	<a href="#">GoodCare Open House</a>	2pm	Radford GoodCare Office

### Clifton Forge

April 18 <sup>th</sup>	<a href="#">GoodCare Open House</a>	10am	Dabney S. Lancaster Community College
April 25 <sup>th</sup>	<a href="#">GoodCare Open House</a>	2pm	Dabney S. Lancaster Community College

### Galax

April 18 <sup>th</sup>	<a href="#">GoodCare Open House</a>	10am	Wytheville Community College Crossroads
April 25 <sup>th</sup>	<a href="#">GoodCare Open House</a>	2pm	Wytheville Community College Crossroads

### Martinsville

April 20 <sup>th</sup>	<a href="#">GoodCare Open House</a>	11am	Martinsville Workforce Center
April 27 <sup>th</sup>	<a href="#">GoodCare Open House</a>	11am	Martinsville Workforce Center

\*Goodwill operates Workforce Centers for various Workforce Investment Boards in Virginia. The centers offer workshops, job fairs, and other trainings as part of the basic services provided through the Workforce Innovation and Opportunity Act program.

## About Goodwill

Goodwill Industries of the Valleys serves 31 counties and 13 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 2017, Goodwill assisted nearly 45,000 individuals and helped 3,494 people obtain employment in our community. More than 1,300 industry recognized credentials were also earned by individuals participating in Goodwill programs in 2017. Goodwill, as of the end of March, has assisted nearly 17,000 people in 2018.