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Media Alerts for Goodwill (April 2nd) (opportunities throughout the Roanoke, New River, and Shenandoah Valleys, including Lynchburg and Charlottesville)

Included in this edition: Partnership to Assist Local Veterans, National Service Recognition Day Luncheon, Goodwill store closing, & 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
C: (540) 525.5728

Goodwill Industries of the Valleys and Salem VA Medical Center Partner for the first “Bikes for Vets” Campaign in the area (Roanoke Valley Area)

The campaign is designed to collect and distribute bicycles to Veterans who have limited resources available for transportation

Roanoke, VA – Goodwill Industries of the Valleys is proud to partner with the Salem VA Medical Center’s Health Care for Homeless Veterans and Community Employment Program for the “Bikes for Vets” Campaign. This first time partnership will collect and distribute new or gently used bicycles to Veterans that have limited resources available for transportation to get to work or allow them to seek employment.

The collection of bikes for the “Bikes for Vets” Campaign will take place from April 2nd through April 30th. The public interested in donating to the campaign should drop off bicycles at the Goodwill store located at 1493 East Main Street in Salem. 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.

To kick off the "Bikes for Vets" Campaign the Salem VA Medical Center and Goodwill will host:

“Bikes for Vets” Media Event

Monday, April 9th | 11am – 12 Noon

Salem VA Medical Center | 1970 Roanoke Blvd, Salem, VA 24153

Veterans will be available at the Media Event to discuss what a partnership like this means to them and their ability to find a job and achieve greater independence.

For More Information Contact:

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Goodwill to Host Luncheon on National Service Recognition Day to Recognize the Service of AmeriCorps Members and their Contribution to Goodwill

Local elected officials and community leaders to attend luncheon and recognize the commitment of AmeriCorps Members

Tuesday, April 3rd is National Service Recognition Day. This will be the sixth-annual Recognition Day, an initiative led by the Corporation for [National and Community Service \(CNCS\)](#), the National League of Cities, the National Association of Counties, and Cities of Service. The purpose is to show of appreciation to the national service members who are embedded within the communities they serve, using their ingenuity and training to make a tangible, lasting impact.

At Goodwill, AmeriCorps members have been working to provide free computer classes, assistance with resumes and job search, and guidance to individuals who walk through the doors of Goodwill in search of assistance. They have also participated in community outreach activities to inform the local community about programs and services available to them through Goodwill.

“The contribution that the AmeriCorps members are having on our community, through the services that they have brought to Goodwill, are invaluable,” states Mary Ann Gilmer, Vice President of Mission Services. “Without their expertise, dedication, and their willingness to serve, our Goodwill would not be able to provide the same level of service to our community. We are excited to showcase their hard work and recognize their efforts during the Recognition Day Luncheon.”





National Service Day Recognition Luncheon

Tuesday, April 3rd | 11:30am – 1pm

Goodwill Roanoke Jobs Campus | 2502 Melrose Ave., NW, Roanoke

Local elected officials as well as community leaders have been invited to the luncheon. Those currently planning to attend include Councilman William D. Bestpitch, officials from the Roanoke City Police Department, as well as leaders from the Salvation Army and other local organizations.


Roanoke AmeriCorps at Goodwill®



You Are Invited to
*National Service
Recognition Day Celebration*
Tuesday, April 3rd
11:30am - 1pm
Goodwill Roanoke Jobs Campus | 2502 Melrose Avenue, NW

Join us for lunch and discover the impact that AmeriCorps Members are having on our local community. We will celebrate their service and thank them for all they do.

Please RSVP by March 30th

 **For More Information & to RSVP**
Cassandra Carson (540) 581.0620 ext. 1150
You Donate & Shop. We Train. People Work. | www.goodwillvalleys.com

Goodwill® Announces it Will Close the Goodwill Store Location on Orange Avenue in Roanoke

Roanoke, VA – Goodwill Industries of the Valleys is announcing that it will close the Goodwill store located at 3418 Orange Avenue, NE, Roanoke, VA. The store has been in this location since September 2009 and will close at the end of June.

The financial performance at the Orange Avenue site was impacted by the traffic congestion in this section of the Route 460 corridor, reduced visibility from the street, and declining foot traffic at this brick and mortar store. In today's retail climate, Goodwill has experienced some of the same challenges that many of the big box stores faced, which in turn reduces our ability to generate support for our mission.

“Goodwill retail stores are for-cause operations that support our mission,” states Jackson Green, Chief Operating Officer. “Goodwill is a non-profit organization that exists to provide training and employment programs for individuals with disabilities, disadvantages, and those who need assistance to find better jobs. The stores generate nearly 70% of Goodwill's revenues and when a store is unsuccessful it impacts our ability to support the mission.”

Goodwill is looking for options that will allow the organization to continue to accept donations on the Orange Avenue corridor to support the mission.

In preparation for the store closing, Goodwill will be working with the 9 full-time and 7 part-time employees to relocate them to other open positions in nearby Goodwill stores. No layoffs are anticipated with the closing of the Orange Avenue Goodwill store. Goodwill will continue to operate the stores in Vinton, Salem, Daleville and the Roanoke stores near Hollins, Cave Spring, Hunting Hills, and Melrose.

Goodwill's closing of the Orange Avenue store location comes on the heels of another high profile closing in the area. The Walmart Neighborhood Market that was located right across the street from the Goodwill store closed for business in January of this year. Walmart also cited, in the press, the store's financial performance as a cause for the store closing.

[Click here to read the official press release.](#)

Goodwill to Celebrate Grand Opening of Relocated Pearisburg Store, Wednesday, April 11th

We invite you to join us for the grand opening of the newly relocated Goodwill Store in Pearisburg



Wednesday, April 11th

8:45am Ceremony | 9am Grand Opening

186 Boxwood Lane, Pearisburg (near Walmart)

The newly constructed store is an 11,982 square foot building and features:

- 6,500 square feet of shopping - brighter, newer, and easier to shop
- Convenient, Drive-thru Donation Center
- Ample parking spaces
- High quality, low-cost items for the family and home
- The familiar faces of the Pearisburg Goodwill store team

When you choose to donate and shop at Goodwill you help to support the training and employment programs at Goodwill. Individuals with disabilities and disadvantages who need assistance overcoming barriers to success and gaining greater independence benefit from these programs as well as the general public. Last year the sale of donated goods helped provide critical revenue to support Goodwill programs, allowing Goodwill to assist thousands of people and help nearly 3,400 individuals find competitive jobs in our communities.

To prepare for the Grand Opening, the existing Goodwill store in Pearisburg will welcome customers for the last day of operation on Saturday, April 7th.

We hope you will be able to join us for the "Tie Cutting" Ceremony and Grand Opening Celebration. Thank you for your continued support of Goodwill and our mission of helping people and families in our community achieve a better life through work and independence.

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 10th, 17th, 18th, & 24th



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 10th | 12pm – 1pm

Tuesday, April 17th | 12pm – 1pm

Wednesday, April 18th | 12pm – 1pm

Tuesday, April 24th | 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*

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

- Thursday, April 5th
- Wednesday, April 18th

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, April 11th

Radford Jobs Campus Tour Dates:

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

- Thursday, April 12th

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.

Public Classes, Workshops, and More:

Roanoke Valley

April 4 th	<u>GoodCare Open House</u>	11am	Roanoke Jobs Campus, Suite B
April 5 th	<u>Real Goodwill Tour</u>	8:30am – 9:30am	Roanoke Jobs Campus, Suite B
	<u>The Budd Group Job Fair</u>	12pm – 4pm	Roanoke Jobs Campus, Suite B
	<u>Science Club</u>	6pm – 7:30pm	Roanoke Jobs Campus, Entrance between Suite B & C
April 6 th	<u>Northstar Computer Assessments</u>	10am – 12pm	Roanoke Jobs Campus, Suite B
April 9 th	<u>Beginner Computer Skills Class</u> (Class 1 of 4)	10 am – 12pm or 3pm – 5pm	Roanoke Jobs Campus, Suite B
April 10 th	<u>Beginner Computer Skills Class</u> (Class 2 of 4)	10 am – 12pm or 3pm – 5pm	Roanoke Jobs Campus, Suite B
	<u>Careers in Technology</u> Information Session	12pm – 1pm	Roanoke Jobs Campus, Suite B
April 11 th	<u>Beginner Computer Skills Class</u> (Class 3 of 4)	10 am – 12pm or 3pm – 5pm	Roanoke Jobs Campus, Suite B
	<u>GoodCare Open House</u>	3pm	Roanoke Jobs Campus, Suite B
April 12 th	<u>Beginner Computer Skills Class</u> (Class 4 of 4)	10 am – 12pm or 3pm – 5pm	Roanoke Jobs Campus, Suite B
	<u>The Budd Group Job Fair</u>	12pm – 4pm	Roanoke Jobs Campus, Suite B
	<u>Intro to Google Drive Computer Class</u>	1pm – 2:30pm	Roanoke Jobs Campus, Suite B
	<u>Science Club</u>	6pm – 7:30pm	Roanoke Jobs Campus, Entrance between Suite B & C
April 13 th	<u>Northstar Computer Assessments</u>	10am – 12pm	Roanoke Jobs Campus, Suite B

Madison Heights/Lynchburg

April 2 nd	<u>Basic Computer Skills/Keyboarding Computer Class</u>	1pm – 2:30pm	Madison Heights Jobs Center
April 3 rd	<u>Microsoft Word Computer Class</u>	1pm – 2:30pm	Madison Heights Jobs Center
April 4 th	<u>Microsoft Excel Computer Class</u>	1pm – 2:30pm	Madison Heights Jobs Center
	<u>GoodCare Open House</u>	3pm	Madison Heights Jobs Center
April 5 th	<u>Google Suite Computer Class</u>	1pm – 2:30pm	Madison Heights Jobs Center
April 9 th	<u>Basic Computer Skills/Keyboarding Computer Class</u>	1pm – 2pm	Madison Heights Jobs Center
April 10 th	<u>Microsoft Word Computer Class</u>	1pm – 2:30pm	Madison Heights Jobs Center
April 11 th	<u>Real Goodwill Tour</u>	8:30am – 9:30am	Madison Heights Jobs Center
	<u>Microsoft Excel Computer Class</u>	1pm – 2:30pm	Madison Heights Jobs Center
	<u>GoodCare Open House</u>	3pm	Madison Heights Jobs Center
April 12 th	<u>Internet, Social Media, Email, & Web Safety Computer Class</u>	1pm – 2:30pm	Madison Heights Jobs Center

Charlottesville Area

April 3 rd	<u>Resume Writing Workshop</u>	2pm – 3:30pm	Charlottesville Workforce Center*
April 4 th	<u>GoodCare Open House</u>	3:30pm	Charlottesville GoodCare Office
April 5 th	<u>Employers of the Week Job Fair</u>	10am – 12pm	Charlottesville Workforce Center*
April 10 th	<u>Strategies for Job Interviews Workshop</u>	2pm – 3:30pm	Charlottesville Workforce Center*
April 11 th	<u>GoodCare Open House</u>	3:30pm	Charlottesville GoodCare Office
April 12 th	<u>Employers of the Week Job Fair</u>	10am – 12pm	Charlottesville Workforce Center*

Staunton

April 3 rd	<u>GoodCare Open House</u>	3:30pm	Greenbrier Office Park
April 10 th	<u>GoodCare Open House</u>	3:30pm	Greenbrier Office Park

Radford

April 4 th	<u>GoodCare Open House</u>	10am	Radford GoodCare Office
April 11 th	<u>GoodCare Open House</u>	10am	Radford GoodCare Office
April 12 th	<u>Real Goodwill Tour</u>	8:30am – 9:30am	Radford Jobs Campus

Clifton Forge

April 4 th	<u>GoodCare Open House</u>	10am	Dabney S. Lancaster Community College
April 11 th	<u>GoodCare Open House</u>	2pm	Dabney S. Lancaster Community College

Galax

April 4 th	<u>GoodCare Open House</u>	10am	Wytheville Community College Crossroads Campus, Galax
April 11 th	<u>GoodCare Open House</u>	2pm	Wytheville Community College Crossroads Campus, Galax

Pearisburg

April 11 th	<u>Pearisburg Grand Opening Ceremony</u>	8:45am	New Pearisburg Goodwill - 186 Boxwood Lane, Pearisburg (near Walmart)
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Martinsville

April 6 th	<u>GoodCare Open House</u>	11am	Martinsville Workforce Center
April 13 th	<u>GoodCare Open House</u>	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 February, has assisted nearly 14,000 people in 2018.