



Media Alerts for Goodwill (November 19th) (opportunities throughout the Roanoke, New River, and Shenandoah Valleys, including Lynchburg and Charlottesville)

Included in this edition:

- Collaboration Provides Path to Employment for Individuals Locally
- Goodwill Announces New Charlottesville Store Coming Spring 2019
- How Goodwill Fits into the Upcoming “Hashtag Holidays”
- Goodwill Partners with Local Schools to Give Students a Reality Check
- Many more workshops, events, and photo/video opps.

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:

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Collaboration Provides Path to Employment for Individuals Locally

Roanoke, VA—A unique collaboration between the Rescue Mission and Goodwill is helping people who are unemployed and struggling to find and keep employment to enter or re-enter the workforce. Orvis is one company that is benefitting.

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

Goodwill Announces New Charlottesville Store Coming Spring 2019

The former Grander Mountain Store location on Rt. 29 in Charlottesville will become home to a new Goodwill store next year. Expected to open in Spring 2019, Goodwill will occupy approximately 25,000 square feet of the former Gander location, leaving an additional 21,000 square feet for another tenant in the shopping center. Customers at the new store will enjoy 15,000 square feet of retail space, easy access from Route 29 with a traffic light, and a drive through Donation Center.

Goodwill currently operates three stores in the Charlottesville area; 29 South near Rio Road, Pantops, and Mill Creek. The existing stores on Route 29 and Pantops will remain open until the Gander Mountain location opens in Spring of 2019, at which time they will close.

“We are excited that this new store is going to allow us to provide our supporters in Charlottesville with a larger, more convenient location for them to donate and shop,” states Kelly Sandridge, Vice President of Marketing for Goodwill. “The Charlottesville area has always been very supportive of Goodwill and our mission and we look forward to continuing to serve this community in the new location as well as at our other area stores in through our mission services.”

In addition to the three retail stores that Goodwill operates currently, there are additional stores in Lake Monticello and Ruckersville. Goodwill also operates the Virginia Career Works Center for the Piedmont Workforce Network as well as the WIOA [Youth](#), [Adult](#), and [Dislocated Worker](#) Programs. The organization also provides training for individuals with disadvantages who are [over 55 and looking to re-enter the workforce](#), and for those who are interested in a career in healthcare through the [GoodCare](#) program.

How Goodwill Fits into the Upcoming “Hashtag Holidays”

By now we have all heard of:

#BlackFriday

#ShopSmall

#CyberMonday

#GivingTuesday

It’s like a new language that retailers and the public nationwide have had to learn in order to stay relevant over the past several years. As a retailer, Goodwill is no different; until you look to the story behind the stores that makes shopping Goodwill during the #Holidays and throughout the season not only smart, but uplifting as well.

So on the face, Goodwill is a great option for holiday shopping.

#BlackFriday

Goodwill provides everyday low pricing for the family and the home. The 50% Off Color of the Week sales make it even more affordable with men’s and women’s tops coming in at only \$1.90 if found on sale. Unique items at great prices without the crazy crowds of the big box retailers...Goodwill is the best kept #BlackFriday deal every day of the year!

#ShopSmall

Goodwill is a nationwide name and player in the retail market, so often the public doesn’t see us as a small business. But every Goodwill is local, with revenues generated from local stores benefiting training and employment programs for local people. Goodwill Industries of the Valleys, headquartered in Roanoke serves 31 counties and 31 cities from Charlottesville and Harrisonburg, to Lynchburg, Roanoke, the New River Valley and areas in between. When you shop at a Goodwill you can be assured that you are helping people in our local communities who need a hand up, not a hand out to get back to work and gain greater independence.

#CyberMonday

Goodwill’s across the nation have formed www.shopgoodwill.com. When you choose to shoponline with Goodwill you can be assured that you are supporting the mission of each local goodwill and the people in their communities. Want to shop your local Goodwill? Visit our page on ShopGoodwill by [clicking here](#).

#GivingTuesday

When you support Goodwill through a financial donation you help to provide critical funding to support job training and employment programs. This year Goodwill is joining #GivingTuesday by hosting a fundraiser on [Facebook](#). And on #GivingTuesday, November 27, Facebook and PayPal will match a total of \$7 Million in donations to fundraisers like the one Goodwill has set up on Facebook. It’s a great way to support your local Goodwill and double your impact on lives of people in your community through the matching gifts of Facebook and PayPal.

So what’s the Story Behind a Goodwill store?

It’s the lives that are changed through the work of Goodwill and the support of people in the community who donate and shop at Goodwill. [Click here](#) to view videos of people talking about the impact of Goodwill.

Note to Media: Goodwill is also to help facilitate interviews with individuals in our local communities who have changed their lives through their participation in Goodwill training and employment programs.

Goodwill Partners with Local Schools to Give Students a Reality Check

Reality Check Helps Bridge the Gap Between Education and Having the Life You Envision as an Adult



Reality Check provides students a glimpse at what real life will be like. From paying bills, caring for children and pets, to managing through unexpected expenses, it is a true reality check to see if what they are planning to do for a career will give them the lifestyle they envision for themselves.

Tuesday, November 20th

Central Academy Middle School, Fincastle, VA

8:30am

“Reality Check gives those participating a glimpse at future obligations and responsibilities and puts it in perspective for them,” states Wanda Anthony of Goodwill. “They already know the things they want in life, whether it be a fancy car, 2 children, or a dog, but do they truly know how expensive these things can be. Do they understand that the education they are receiving today will help them to be able to afford the life they want down the road? Through Reality Check we hope to connect the dots and help the students to realize the importance of an education on their futures.”

In preparation for Reality Check, students determine their career at age 30. They then choose if they are married and how many children they have. When they arrive at Reality Check, they are given a paycheck based on their career choice and then the fun really begins. They travel through life stations to see how far their paycheck will go. Life stations include:

- Buying or renting a home
- Phone and utility costs
- Vehicle purchase
- Medical costs
- Recreational activities and more

They also have to place money in savings and in addition to the routine monthly responsibilities above, they face unexpected medical bills and maintenance costs. At the end of the circuit they are met by a career counselor who talks with them about their career decision and the outcome of the Reality Check - whether they had money left or not.

For more information on Reality Check, [click here](#).

Public Classes, Workshops, and More:

Roanoke Valley

Nov 19 th	Northstar Computer Assessments	10am – 11pm	Roanoke Jobs Campus, Suite B
	Your Personal Best Workshop	1pm – 4pm	Roanoke Jobs Campus, Suite C
Nov 20 th	Reality Check	8:30am – 1pm	Central Academy Middle School, Fincastle
	How to Get a Job Workshop	10 am – 11am	Roanoke Jobs Campus, Suite C
	Basic Microsoft Word Computer Class (Class 1 of 2)	10am – 12pm or 2pm – 4pm	Roanoke Jobs Campus, Suite B
Nov 21 st	How to Get a Job Workshop	10am – 11am	Roanoke Jobs Campus, Suite C
	Basic Microsoft Word Computer Class (Class 2 of 2)	10am – 12pm or 2pm – 4pm	Roanoke Jobs Campus, Suite B
	GoodCare Open House	11am	Roanoke Jobs Campus, Suite B
Nov 23 rd	Free Blood Pressure & Diabetes Screening – Carilion Clinic	1pm – 3pm	Hollins Goodwill Store – 6315 Archcrest Drive
Nov 26 th	Northstar Computer Assessments	10am – 11pm	Roanoke Jobs Campus, Suite B
	Your Personal Best Workshop	1pm – 4pm	Roanoke Jobs Campus, Suite C
Nov 27 th	How to Get a Job Workshop	10 am – 11am	Roanoke Jobs Campus, Suite C
	Resume Building Workshop	10am – 12pm	Roanoke Jobs Campus, Suite C
Nov 28 th	How to Get a Job Workshop	10 am – 11am	Roanoke Jobs Campus, Suite C
	GoodCare Open House	3pm	Roanoke Jobs Campus, Suite B
Nov 29 th	Resume Building Workshop	10am – 12pm	Roanoke Jobs Campus, Suite C
Dec 5 th	GoodCare Open House	11am	Roanoke Jobs Campus, Suite B
Dec 6 th	Real Goodwill Tour	8:30am – 9:30am	Roanoke Jobs Campus, Suite B

Madison Heights/Lynchburg

Nov 20 th	PeopleReady Staffing Event	9am – 1pm	Madison Heights Jobs Center
Nov 21 st	GoodCare Open House	3pm	Madison Heights Jobs Center
Nov 28 th	GoodCare Open House	3pm	Madison Heights Jobs Center
Dec 5 th	GoodCare Open House	3pm	Madison Heights Jobs Center

Charlottesville Area

Nov 20 th	Re-Entry Reverse Job Fair	1pm – 4pm	CitySpace
	Networking Workshop	2pm – 3:30pm	Virginia Career Works Center*
Nov 21 st	GoodCare Open House	3:30pm	Charlottesville GoodCare Office
Nov 27 th	Professionalism Workshop	2pm – 3:30pm	Virginia Career Works Center*
Nov 28 th	GoodCare Open House	3:30pm	Charlottesville GoodCare Office
Dec 5 th	GoodCare Open House	3:30pm	Charlottesville GoodCare Office

Harrisonburg

Nov 19 th	Pilgrims Hiring Event	9am – 1pm	Virginia Career Works Center*
Nov 20 th	Cargill Hiring Event	9am - 12pm	Virginia Career Works Center*
	George's Hiring Event	9am – 1pm	Virginia Career Works Center*
Sept 24 th	Perdue & Pilgrims Hiring Event	9am – 1pm	Virginia Career Works Center*

Nov 21 st	<u>Job Seeker Workshops</u>	5pm – 5:45pm	Virginia Career Works Center*
Nov 26 th	<u>Pilgrims Hiring Event</u>	9am – 1pm	Virginia Career Works Center*
Nov 27 th	<u>Cargill Hiring Event</u>	9am - 12pm	Virginia Career Works Center*
	<u>Cargill Hiring Event</u>	9am - 12pm	Virginia Career Works Center*
Nov 30 th	<u>WIOA Orientation</u>	10am – 10:30am	Virginia Career Works Center*
	<u>Center Orientation</u>	10:30am – 11am	Virginia Career Works Center*

Staunton

Nov 20 th	<u>GoodCare Open House</u>	3:30pm	Greenbrier Office Park
Nov 27 th	<u>GoodCare Open House</u>	3:30pm	Greenbrier Office Park
Dec 4 th	<u>GoodCare Open House</u>	3:30pm	Greenbrier Office Park

Radford

Nov 21 st	<u>GoodCare Open House</u>	2pm	Radford GoodCare Office
Nov 28 th	<u>GoodCare Open House</u>	2pm	Radford GoodCare Office
Dec 5 th	<u>GoodCare Open House</u>	10am	Radford GoodCare Office

Clifton Forge

Nov 21 st	<u>GoodCare Open House</u>	10am	Dabney S. Lancaster Community College
Nov 28 th	<u>GoodCare Open House</u>	2pm	Dabney S. Lancaster Community College
Dec 5 th	<u>GoodCare Open House</u>	10am	Dabney S. Lancaster Community College

Galax

Nov 21 st	<u>GoodCare Open House</u>	10am	Wytheville Community College Crossroads Campus, Galax
Nov 28 th	<u>GoodCare Open House</u>	2pm	Wytheville Community College Crossroads Campus, Galax
Dec 5 th	<u>GoodCare Open House</u>	10am	Wytheville Community College Crossroads Campus, Galax

Martinsville

Nov 30 th	<u>GoodCare Open House</u>	11am	Martinsville Workforce Center
Dec 7 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 with barriers to success, helped 3,494 people find jobs in our community, and provided training opportunities that resulted in more than 1,300 credentials being earned by individuals participating in Goodwill programs. As of the end of October, Goodwill had assisted nearly 38,000 individuals in 2018. Visit www.goodwillvalleys.com for more information.