



## Media Alerts for Goodwill Beginning January 28<sup>th</sup> (opportunities throughout the Roanoke, New River, and Shenandoah Valleys, including Lynchburg and Charlottesville)

### Included in this edition:

- Marie Kondo “Tidying Up” Movement Impacting Local Goodwill Donations
- Goodwill Brings Back Popular Dinner in the Dark to Benefit New Vision
- Public Classes, Workshops, Job Fairs, and More Throughout the Month

### 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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## Marie Kondo “Tidying Up” Movement Impacting Local Goodwill Donations

The Today Show recently highlighted the “Marie Kondo Effect” on thrift store donations in an article you can view by [clicking here](#). The article featured local blogger Katie Miller of Moneta, who shared about her donation of six bags clothes to Goodwill after watching the new Marie Kondo series. Goodwill locally has seen an uptick in donations for January, which is historically a slow donation month due to winter weather. At first, the organization was anecdotally attributing the increase in donations to Marie Kondo. Staff was seeing it in their own social media newsfeeds of friends and family who were “tidying up”. However, Goodwill is now starting to see donations come into donation centers folded using the Marie Kondo technique.

“The buzz around the Netflix show, “Tidying Up” is exciting for Goodwill,” states Kelly Sandridge, Vice President Brand Strategy & External Affairs. “Marie Kondo is encouraging people through her show to let those items that no longer bring you joy to be donated so they can spark joy with the next person. By donating to Goodwill, you not only allow someone else to purchase those items that you no longer want, but you also help to fund job training and employment programs in our community for people with disabilities and other obstacles to employment through the sale of the items in Goodwill stores.”

Goodwill is running a contest now through January 31<sup>st</sup> encouraging people to post a picture of their Goodwill donation after “Tidying Up” for a chance to win a \$25 Goodwill gift card. [Click here](#) to access the contest on Facebook. Several photo entries have already been submitted, including the one pictured below.



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## Goodwill Brings Back Popular Dinner in the Dark to Benefit New Vision



Benefitting New Vision at Goodwill Industries® of the Valleys

Goodwill Industries of the Valleys and Vistar Eye Center are proud to announce that Dinner in the Dark is returning

**Thursday, April 4<sup>th</sup>**  
**5:30pm Cocktails & Silent Auction | 7pm Dinner**  
**Hotel Roanoke | Roanoke Ballroom**

Dinner in the Dark is an annual event supporting the work of New Vision at Goodwill. Guests will be invited to experience dinner and conversation as they may never have before – without their sight. This unique in-the-dark dining experience will be accompanied by special entertainment, a cocktail hour, and a silent auction. All proceeds from this event support the services of New Vision at Goodwill as we educate, inform, and provide resources so that people with visual impairments can live their fullest lives.

New Vision previously operated as an independent non-profit organization for nearly 38 years until it became a part of Goodwill in July 2018. The move ensured that the New Vision program would be able to continue mission programming as well as additional opportunities for clients to be served.

New Vision at Goodwill seeks to promote independence and equality for people who are blind and visually impaired. New Vision offers:

- **Assistive Technology Center:** The Center offers free instruction on how to use the latest technology and devices to connect to the world and increase independence.
- **Dial In News Service:** New Vision offers a dial-in news service for people who are blind and visually impaired or have a print disability. Available 24/7, it provides local, national, and world news from over 400 publications. Dial-In News is a collaboration with the National Federation of the Blind and Roanoke Times.
- **Radio Reading Service:** New Vision, partners with WVTF, to provide special radios for people who are blind and visually impaired, or have a print disability. Listeners tune to a sub-frequency to hear a program mix of readings from local and national newspapers and magazines.
- **Large Print Calendars:** Each year New Vision provides thousands of large print calendars to Virginians who are blind and visually impaired. The calendars measure 22 inches by 17 inches and feature a large font and numbers.

**Tickets for Dinner in the Dark are now on sale. Tickets are limited. [Click here](#) for more information.**

Dinner in the Dark tickets are \$90 (includes one drink ticket). Tables of eight are also available for a discounted rate of \$700.

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## Public Classes, Workshops, and More:

### Roanoke Valley

January 29 <sup>th</sup>	<a href="#">How to Get a Job Workshop</a>	10am – 11am	Roanoke Jobs Campus
	<a href="#">Basic Microsoft Word Computer Class</a> (Class 1 of 3)	10am – 12pm	Roanoke Jobs Campus
	<a href="#">Basic Microsoft PowerPoint Computer Class</a> (Class 1 of 3)	2pm – 4pm	Roanoke Jobs Campus
January 30 <sup>th</sup>	<a href="#">How to Get a Job Workshop</a>	10am – 11am	Roanoke Jobs Campus
	<a href="#">Basic Microsoft Word Computer Class</a> (Class 2 of 3)	10am – 12pm	Roanoke Jobs Campus
	<a href="#">Basic Microsoft PowerPoint Computer Class</a> (Class 2 of 3)	2pm – 4pm	Roanoke Jobs Campus
	<a href="#">Journaling with India**</a>	5:30pm – 7pm	YouthHQ@Goodwill
January 31 <sup>st</sup>	<a href="#">Basic Microsoft Word Computer Class</a> (Class 3 of 3)	10am – 12pm	Roanoke Jobs Campus
	<a href="#">The Budd Group Job Fair</a>	12pm – 4pm	Roanoke Jobs Campus, Suite B
	<a href="#">Basic Microsoft PowerPoint Computer Class</a> (Class 3 of 3)	2pm – 4pm	Roanoke Jobs Campus
	<a href="#">Science Club**</a>	6pm – 7:30pm	YouthHQ@Goodwill
	<a href="#">Resume Building Workshop</a>	10am – 12pm	Roanoke Jobs Campus
February 1 <sup>st</sup>	<a href="#">Keyboarding Computer Class</a>	1pm – 2pm	Roanoke Jobs Campus
	<a href="#">Frugal Friday's**</a>	5:30pm – 6:30pm	YouthHQ@Goodwill
February 4 <sup>th</sup>	<a href="#">Northstar Computer Assessments</a>	10am – 12pm	Roanoke Jobs Campus
	<a href="#">Try It on For Size**</a>	5:30pm – 6:30pm	YouthHQ@Goodwill
February 5 <sup>th</sup>	<a href="#">How to Get a Job Workshop</a>	10am – 11am	Roanoke Jobs Campus
	<a href="#">Basic Computer Skills Class</a>	10am – 12pm	Roanoke Jobs Campus
	<a href="#">Tech Time With Nick**</a>	4:30pm – 5:30pm	YouthHQ@Goodwill
February 6 <sup>th</sup>	<a href="#">How to Get a Job Workshop</a>	10am – 11am	Roanoke Jobs Campus
	<a href="#">Basic Computer Skills Class</a>	10am – 12pm	Roanoke Jobs Campus
	<a href="#">GoodCare Information Session</a>	11am	Roanoke Jobs Campus, Suite B
	<a href="#">Journaling with India**</a>	5:30pm – 7pm	YouthHQ@Goodwill
	<a href="#">Basic Computer Skills Class</a>	10am – 12pm	Roanoke Jobs Campus
February 7 <sup>th</sup>	<a href="#">The Budd Group Job Fair</a>	12pm – 4pm	Roanoke Jobs Campus, Suite B
	<a href="#">Financial Literacy Workshop</a>	1pm – 3pm	Roanoke Jobs Campus
	<a href="#">Science Club**</a>	6pm – 7:30pm	YouthHQ@Goodwill
	<a href="#">Resume Building Workshop</a>	10am – 12pm	Roanoke Jobs Campus
February 8 <sup>th</sup>	<a href="#">Keyboarding Computer Class</a>	1pm – 2pm	Roanoke Jobs Campus
	<a href="#">Frugal Friday's**</a>	5:30pm – 6:30pm	YouthHQ@Goodwill

February 11 <sup>th</sup>	<a href="#">Northstar Computer Assessments</a>	10am – 12pm	Roanoke Jobs Campus
	<a href="#">Your Personal Best Workshop</a>	1pm – 4pm	Roanoke Jobs Campus
	<a href="#">Board Game Night**</a>	5:30pm – 7pm	YouthHQ@Goodwill
February 12 <sup>th</sup>	<a href="#">How to Get a Job Workshop</a>	10am – 11am	Roanoke Jobs Campus
	<a href="#">Microsoft Word Computer Class</a>	10am – 12pm	Roanoke Jobs Campus
	<a href="#">Life Skills Bingo**</a>	5:30pm – 7pm	YouthHQ@Goodwill
February 13 <sup>th</sup>	<a href="#">How to Get a Job Workshop</a>	10am – 11am	Roanoke Jobs Campus
	<a href="#">Microsoft PowerPoint Computer Class</a>	10am – 12pm	Roanoke Jobs Campus
	<a href="#">GoodCare Information Session</a>	3pm	Roanoke Jobs Campus, Suite B
	<a href="#">Journaling with India**</a>	5:30pm – 7pm	YouthHQ@Goodwill
February 14 <sup>th</sup>	<a href="#">Real Goodwill Tour</a>	8:30am – 9:30am	Roanoke Jobs Campus, Suite B
	<a href="#">The Budd Group Job Fair</a>	12pm – 4pm	Roanoke Jobs Campus, Suite B
	<a href="#">Valentine's Day Job Fair</a>		Roanoke Jobs Campus
	<a href="#">Science Club**</a>	6pm – 7:30pm	YouthHQ@Goodwill
February 15 <sup>th</sup>	<a href="#">Resume Building Workshop</a>	10am – 12pm	Roanoke Jobs Campus
	<a href="#">Keyboarding Computer Class</a>	1pm – 2pm	Roanoke Jobs Campus
	<a href="#">Movie Night**</a>	6pm – 8pm	YouthHQ@Goodwill

### Madison Heights/Lynchburg

January 30 <sup>th</sup>	<a href="#">GoodCare Information Session</a>	3pm	Madison Heights Jobs Center
February 6 <sup>th</sup>	<a href="#">GoodCare Information Session</a>	3pm	Madison Heights Jobs Center
February 13 <sup>th</sup>	<a href="#">GoodCare Information Session</a>	3pm	Madison Heights Jobs Center

### Charlottesville

January 29 <sup>th</sup>	<a href="#">Professionalism Workshop</a>	2pm – 3:30pm	Virginia Career Works Center*
January 30 <sup>th</sup>	<a href="#">GoodCare Information Session</a>	3:30pm	Charlottesville GoodCare Office
January 31 <sup>st</sup>	<a href="#">Employers of the Week Job Fair</a>	10:30am – 12pm	Virginia Career Works Center*
February 1 <sup>st</sup>	<a href="#">Basics of Project Management Workshop</a>	1pm – 4pm	Virginia Career Works Center*
February 6 <sup>th</sup>	<a href="#">Virginia Career Works Nelson County Job Fair</a>	2pm – 4pm	Nelson Center, Lovingston
	<a href="#">GoodCare Information Session</a>	3:30pm	Charlottesville GoodCare Office
February 7 <sup>th</sup>	<a href="#">Employers of the Week Job Fair</a>	10:30am – 12pm	Virginia Career Works Center*
February 12 <sup>th</sup>	<a href="#">Strategies for Job Interviews Workshop</a>	2pm – 3:30pm	Virginia Career Works Center*
February 13 <sup>th</sup>	<a href="#">Virginia Career Works Charlottesville Job Fair</a>	2pm – 5pm	Northside Library*
	<a href="#">GoodCare Information Session</a>	3:30pm	Charlottesville GoodCare Office
	<a href="#">Employers of the Week Job Fair</a>	10:30am – 12pm	Virginia Career Works Center*

Harrisonburg			
January 29 <sup>th</sup>	<a href="#">Cargill Hiring Event</a>	9am – 12pm	Virginia Career Works Center*
January 30 <sup>th</sup>	<a href="#">George's Hiring Event</a>	9am – 1pm	Virginia Career Works Center*
Staunton			
January 29 <sup>th</sup>	<a href="#">GoodCare Information Session</a>	3:30pm	Greenbrier Office Park
February 5 <sup>th</sup>	<a href="#">GoodCare Information Session</a>	3:30pm	Greenbrier Office Park
February 12 <sup>th</sup>	<a href="#">GoodCare Information Session</a>	3:30pm	Greenbrier Office Park
Radford			
February 6 <sup>th</sup>	<a href="#">GoodCare Information Session</a>	10am	Radford GoodCare Office
February 13 <sup>th</sup>	<a href="#">GoodCare Information Session</a>	10am	Radford GoodCare Office
Clifton Forge			
February 6 <sup>th</sup>	<a href="#">GoodCare Information Session</a>	10am	Dabney S. Lancaster Community College
February 13 <sup>th</sup>	<a href="#">GoodCare Information Session</a>	2pm	Dabney S. Lancaster Community College
Galax			
February 6 <sup>th</sup>	<a href="#">GoodCare Information Session</a>	10am	Wytheville Community College Crossroads Campus, Galax
February 13 <sup>th</sup>	<a href="#">GoodCare Information Session</a>	2pm	Wytheville Community College Crossroads Campus, Galax
Martinsville			
February 1 <sup>st</sup>	<a href="#">GoodCare Information Session</a>	11am	Martinsville Workforce Center
February 8 <sup>th</sup>	<a href="#">GoodCare Information Session</a>	11am	Martinsville Workforce Center
February 15 <sup>th</sup>	<a href="#">GoodCare Information Session</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.

\*\*Youth must be registered to receive programming at YouthHQ@Goodwill in order to attend events. [Click here](#) for more information.

## 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 2018, Goodwill assisted more than 47,000 individuals with barriers to success, helped 3,300 people find jobs in our community, and provided training opportunities that resulted in more than 1,400 credentials being earned by individuals participating in Goodwill programs. Visit [www.goodwillvalleys.com](http://www.goodwillvalleys.com) for more information.