



GOODWILL[®] NEWS STORIES

Central,
Southwest, &
Southside,
Virginia

looking for a good news story?

www.goodwillvalleys.com

Media Alerts for Goodwill Beginning November 25th | Opportunities throughout Central, Southwest, and Southside, Virginia. Included in this edition:

- How Your Local Goodwill Fits into the Season's "Hashtag Holidays"
- 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:

Chelsea Moran: E: cmoran@goodwillvalleys.com | O: (540) 581.0620 ext. 1225 | C: (540) 520.8138

Kelly Sandridge: E: ksandridge@goodwillvalleys.com | O: (540) 581.0620 ext. 1107 | C: (540) 525.5728

How Your Local Goodwill Fits into the Season's "Hashtag Holidays"

By now, most everyone has heard about:

#BlackFriday

#ShopSmall

#CyberMonday

#GivingTuesday

It's a language that retailers and the public have had to adapt in order to stay relevant. As a retailer, Goodwill wants to be included in the #Holidays. But when you look at the story behind the Goodwill stores, you will find what makes shopping Goodwill during the #Holidays and throughout the year not only smart as a customer but uplifting as you are supporting your community.

Remember... Goodwill is a great option for holiday shopping and donating!

#BlackFriday

Goodwill provides everyday low pricing on items for the family and home. The 50% Off [Color of the Week](#) sales make shopping even more affordable with men's and women's tops coming in at only \$2 and jeans at \$3 if found on the Color of the Week. Unique items at great prices without the wild crowds of the big box retailers makes Goodwill the best kept #BlackFriday deal every day of the year!

#ShopSmall

Goodwill is a national name and brand in the retail market, so often the public doesn't see Goodwill as a small business. However, each Goodwill store is part of a local organization, and revenues generated from local stores benefit training and employment programs for people in those communities. Goodwill Industries of the Valleys, headquartered in Roanoke, serves 35 counties and 14 cities in Virginia from Charlottesville and Harrisonburg, to Lynchburg, Roanoke, the New River Valley to Southside and areas in between. When you shop at a Goodwill you can be assured that you are

helping people in local communities who need a hand up, not a hand out to get back to work and gain greater independence.

#CyberMonday

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

#GivingTuesday

When you support Goodwill with a financial donation you help to provide critical funding to support job training and employment programs. Goodwill is joining #GivingTuesday by hosting a [fundraiser on Facebook](#). And on #GivingTuesday, December 3, Facebook will match up to \$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 the lives of people in your community with Facebook's gift matching.

What is the story behind Goodwill stores?

The story behind the stores is truly the lives that are changed through the work of Goodwill from the support of people in the community who donate and shop at Goodwill. [Click here](#) to view videos of people sharing their stories about the impact Goodwill had on their life and how Goodwill helped them have a brighter future.

Public Classes, Workshops, Job Fairs, and More Throughout the Month

Roanoke Valley

November 25 th	Digital Literacy Information Session	10am – 10:30am	Roanoke Jobs Campus
	NorthStar Computer Assessment	10:30am – 1pm	Roanoke Jobs Campus
	Your Personal Best Workshop	1pm – 4pm	Roanoke Jobs Campus
November 26 th	Digital Skills: One-on-One Workshop	1pm – 4pm	Roanoke Jobs Campus
November 27 th	Digital Skills: One-on-One Workshop	10am – 4pm	Roanoke Jobs Campus
	GoodCare Information Session	3pm	Roanoke Jobs Campus
December 2 nd	Digital Literacy Information Session	10am – 10:30am	Roanoke Jobs Campus
	NorthStar Computer Assessment	10:30am – 12:30pm	Roanoke Jobs Campus
December 3 rd	Beginner Computer Class	10am – 12pm	Roanoke Jobs Campus
	Microsoft Word Computer Class	1pm – 3pm	Roanoke Jobs Campus
December 4 th	Beginner Computer Class	10am – 12pm	Roanoke Jobs Campus
	GoodCare Information Session	11am	Roanoke Jobs Campus
	Microsoft Word Computer Class	1pm – 3pm	Roanoke Jobs Campus
December 5 th	Beginner Computer Class	10am – 12pm	Roanoke Jobs Campus
	Microsoft Word Computer Class	1pm – 3pm	Roanoke Jobs Campus
	Science Club	6pm – 7:30pm	YouthHQ@Goodwill**
December 9 th	Digital Literacy Information Session	10am – 10:30am	Roanoke Jobs Campus
	NorthStar Computer Assessment	10:30am – 12:30pm	Roanoke Jobs Campus
	Your Personal Best Workshop	1pm – 4pm	Roanoke Jobs Campus
December 10 th	Intermediate Computer Class	10am – 12pm	Roanoke Jobs Campus
	Microsoft Excel Computer Class	1pm – 3pm	Roanoke Jobs Campus

December 11 th	Intermediate Computer Class	10am – 12pm	Roanoke Jobs Campus
	Microsoft Excel Computer Class	1pm – 3pm	Roanoke Jobs Campus
	GoodCare Information Session	3pm	Roanoke Jobs Campus
December 12 th	Intermediate Computer Class	10am – 12pm	Roanoke Jobs Campus
	Microsoft Excel Computer Class	1pm – 3pm	Roanoke Jobs Campus
December 13 th	Google Digital Tools Computer Class	10am – 1pm	Roanoke Jobs Campus

Charlottesville Area

November 26 th	Professionalism Workshop	2pm – 3:30pm	Virginia Career Works Center*
November 27 th	GoodCare Information Session	3:30pm	Charlottesville GoodCare Office
December 2 nd	Resume Writing Workshop	2pm – 3:30pm	Virginia Career Works Center*
December 4 th	GoodCare Information Session	3:30pm	Charlottesville GoodCare Office
December 5 th	Employers of the Week Job Fair	10:30am – 12pm	Virginia Career Works Center*
December 9 th	Strategies for Job Interviews Writing Workshop	2pm – 3:30pm	Virginia Career Works Center*
December 11 th	Virginia Career Works Job Fair	2pm – 5pm	Northside Library, Charlottesville
	GoodCare Information Session	3:30pm	Charlottesville GoodCare Office
December 12 th	Employers of the Week Job Fair	10:30am – 12pm	Virginia Career Works Center*
December 13 th	Nelson County Library Job Seeker Workshop	2:30pm – 4pm	Nelson County Library, Lovingson

Harrisonburg

November 25 th	Pilgrim's Hiring Event	9am – 1pm	Virginia Career Works Center*
	Perdue Hiring Event	10am – 2pm	Virginia Career Works Center*
November 26 th	Shenandoah Grower's Hiring Event	9am – 11am	Virginia Career Works Center*
November 27 th	George's Hiring Event	9am – 1pm	Virginia Career Works Center*
December 2 nd	Pilgrim's Hiring Event	9am – 1pm	Virginia Career Works Center*
December 3 rd	Shenandoah Grower's Hiring Event	10am – 2pm	Virginia Career Works Center*
December 4 th	George's Hiring Event	9am – 1pm	Virginia Career Works Center*
	Community Resume Workshop	10am – 11am	Virginia Career Works Center*
December 6 th	WIOA & Center Orientation	10am – 11am	Virginia Career Works Center*
	GoodCare Information Session	2pm	Virginia Career Works Center*
December 9 th	Pilgrim's Hiring Event	9am – 1pm	Virginia Career Works Center*
December 10 th	Shenandoah Grower's Hiring Event	10am – 2pm	Virginia Career Works Center*
	Cargill Hiring Event	11am – 2pm	Virginia Career Works Center*
December 11 th	George's Hiring Event	9am – 1pm	Virginia Career Works Center*
December 13 th	WIOA & Center Orientation	10am – 11am	Virginia Career Works Center*
	GoodCare Information Session	2pm	Virginia Career Works Center*

Madison Heights

November 27 th	GoodCare Information Session	3pm	Madison Heights Jobs Center
December 4 th	GoodCare Information Session	3pm	Madison Heights Jobs Center

December 11 th	GoodCare Information Session	3pm	Madison Heights Jobs Center
Clifton Forge			
November 27 th	GoodCare Information Session	2pm	Dabney S. Lancaster Community College
December 4 th	GoodCare Information Session	10am	Dabney S. Lancaster Community College
December 11 th	GoodCare Information Session	2pm	Dabney S. Lancaster Community College
Galax			
November 27 th	GoodCare Information Session	2pm	Wytheville Community College Crossroads Campus, Galax
December 4 th	GoodCare Information Session	10am	Wytheville Community College Crossroads Campus, Galax
December 11 th	GoodCare Information Session	2pm	Wytheville Community College Crossroads Campus, Galax
Martinsville			
December 6 th	GoodCare Information Session	11am	Martinsville GoodCare Office
December 13 th	GoodCare Information Session	11am	Martinsville GoodCare Office
Radford			
November 27 th	GoodCare Information Session	2pm	Radford GoodCare Office
December 4 th	GoodCare Information Session	10am	Radford GoodCare Office
December 11 th	GoodCare Information Session	10am	Radford GoodCare Office
Staunton			
November 26 th	GoodCare Information Session	3:30pm	Greenbrier Office Park
December 3 rd	GoodCare Information Session	3:30pm	Greenbrier Office Park
December 10 th	GoodCare Information Session	3:30pm	Greenbrier Office Park

*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 to attend events. [Click here](#) for more information.

About Goodwill

Goodwill Industries of the Valleys serves 35 counties and 14 cities in Central, Southwest, and Southside Virginia. 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. Through the end of October, Goodwill has helped over 32,000 people in 2019. Visit www.goodwillvalleys.com for more information.