



“Goodwill in the Park” Brings Together City Officials, Volunteers, and Local Students

FOR IMMEDIATE RELEASE:

May 15, 2009

Roanoke, VA. As part of the revitalization of the inner city parcel that Goodwill recently purchased for its Jobs Campus project, “Goodwill in the Park” will take place from 9am – 3pm on Saturday, May 15, 2009. Volunteers will assemble beginning at 8:30am in the parking lot of the Goodwill facility at 2520 Melrose Avenue.

Beginning at 9am a team of approximately 60 volunteers, including City of Roanoke officials, the General Contractors Association, Goodwill employees, and students from Forest Park Academy, will work together to clean, and improve the area between Goodwill and Forest Park Academy. Mayor David Bowers is expected to arrive at approximately 1:15pm, and Vice Mayor Sherman Lea is scheduled to work for several hours during the day as well.

“Goodwill is committed to this community,” states Bruce Phipps, President and CEO. “The new Goodwill Jobs Campus is helping change the look of this part of the City of Roanoke. Our new Store, which opened in August of last year, redeveloped an existing building into a beautiful retail establishment. Through the “Goodwill in the Park” project we will add more green space, including trees and plants, clean up an area that has become overgrown, and give the community something they can be proud of.”

Goodwill Industries of the Valleys, a United Way partner organization headquartered in Roanoke, serves 31 counties and 14 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. During the last fiscal year 90% of Goodwill revenues directly supported the training and employment programs enabling the organization to serve 10,815 individuals.

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