

Press Release



FOR IMMEDIATE RELEASE

July 7, 2009

Heather Hise
Communications & Public Relations Specialist
Goodwill Industries of Kentucky
Office (502) 585-9892 ext. 210
Cell (502) 553-6893
hhise@gwik.org

Goodwill Industries launches microsite to aid people affected by economy

Louisville, Ky. — “Stay hopeful, build your skills, Goodwill® is there for you.” That’s the overarching message of a new microsite, <http://recovery.goodwill.org>, that Goodwill Industries has launched in order to provide online resources and information for all people affected by the current economic conditions.

For more than 100 years, Goodwill has linked people to opportunities when they need them most. Therefore, independent Goodwill headquarters in 48 states and Canada, along with community partners, mobilized to create a one-stop collection of job search assistance, financial guidance, and other support services to individuals and their families.

As North America’s leading nonprofit provider of job training programs and critical community-based services, Goodwill knows how challenging it can be to find and keep a job. The site is designed to feature information in four key areas — career, family, financial, and health — and provides tips on volunteering to build your work skills, free and low-cost health care to children, youth programs, nutrition, safety insurance, and tax credits, as well as career advice for students, dislocated workers, and retirees entering or returning to the job market.

“Goodwill believes in helping people with disabilities or other disadvantages find opportunities to earn a self-sustaining income,” said Roland R. Blahnik, president and CEO of Goodwill Industries of Kentucky. “Recovery.Goodwill.org is a valuable new tool not only for people trying to reenter the workforce, but for anyone affected by the current economic conditions. It includes guidance about personal finances, health, and well-being, as well as ways to find stable employment during these challenging economic times.”

The site also encourages users to participate in its interactive online community. There, people can share their own stories and videos and hear from others who are experiencing similar situations.

About Goodwill Industries of Kentucky

Goodwill accepts a variety of donations, including clothing and household items, for resale in its stores. Donations are tax deductible and receipts are available. Your support helped Goodwill Industries of Kentucky place more than 1,830 individuals in jobs and pay more than \$14 million in mission-related wages in its last fiscal year. Goodwill provides jobs, job training, adult literacy programs, vocational testing and counseling, and employment services for people with disabilities or other disadvantages. For your nearest donation center or store, visit www.goodwillky.org or call 1-800-889-8775.

- End -