



## **Goodwill Host Event to Unveil Redevelopment Plans for Melrose Avenue Facility into a Job Campus for the Community**

**FOR IMMEDIATE RELEASE:**

September 23, 2008

**Roanoke, VA.** Goodwill Industries of the Valleys will host a breakfast ceremony on Thursday, September 25<sup>th</sup> at 9:00am to officially unveil plans for the redevelopment of its Corporate and Roanoke Facility offices as well as announce plans for its \$1 million capital campaign. Located at 2520 Melrose Avenue, Goodwill recently purchased the property including the building which now houses the newest Goodwill store. During the event the attendees will have the opportunity to put their personal touch on what will become artwork in the new facility.

The \$7.7 million redevelopment plan includes an exterior redesign and landscaping of the inner city parcel, but will go far beyond what is visible to those passing by. The resulting Jobs Campus will have an economic development impact on the Roanoke City neighborhood. In an area where the average annual per capita income was \$11,500 according to the 2000 census, Goodwill will create 50 new jobs, of which 40 will have an average salary of nearly \$27,000 per year.

In addition to offices and a renovated work center the new facility will house a Job Development Center. Here the public will be able to access workforce, employment, and training services in one centralized location. Those interested in a career in health care services or the retail industry will have the opportunity to enroll in classroom training. Additional training will be offered to help individuals become work ready. Understanding the importance of proper workplace behavior, financial stability, and a commitment to long term employment will be key components of this program.

“This is an exciting time for Goodwill and the communities that we serve,” states Bruce Phipps, President and CEO. “Each year we see an increased need for the training and employment services that Goodwill provides to this community and throughout our service area in Virginia. The Jobs Campus is the next step to ensure that we are able to meet and exceed the needs of program participants now and in the future.” The new facility should be operational by fall, 2009.

The capital campaign is the first ever conducted by Goodwill Industries of the Valleys. The organization is financing most of the jobs campus project through industrial revenue bonds, but is also seeking community support from individuals, businesses, government, and foundations. Commitments to the campaign already total more than one third of the million dollar goal.

Goodwill Industries of the Valleys, a United Way organization headquartered in Roanoke, serves 14 cities and 31 counties throughout the Shenandoah Valley, central and southwest Virginia. Its mission is to help people and families in our community achieve a better life through work and independence. Last fiscal year Goodwill Industries of the Valleys served 10,815 individuals.

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