

Goodwill Industries

of Southeastern Louisiana, Inc.



Media Advisory
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Goodwill GOODGUIDES® Back to School Bash Photo Opportunity

WHAT: Goodwill Industries of Southeastern Louisiana, Inc. is hosting a Back to School Bash for dozens of individuals enrolled in GOODGUIDES®—a mentoring program that helps disadvantaged youth between the ages of 12 and 17 build career plans and skills and prepare for school completion, post-secondary training and productive work. GOODGUIDES is funded by a U.S. Department of Justice Grant dispersed to 56 independent Goodwill agencies around the country.

WHEN: Saturday, August 13th, 2011
11AM-3PM

WHERE: Goodwill Retail Store & Donation Center Parking Lot
3400 Tulane Avenue
New Orleans, LA 70119

PHOTO OP: Dozens of youth receiving FREE back to school supplies, engaging in motivational speaker sessions, and enjoying food, games, music and more. Highlight and interview the youth whose lives have been changed for the better and the adult mentors who volunteer their time to empower youth with the confidence and courage to make positive choices in our community.

ABOUT GOODGUIDES: GOODGUIDES currently has 116 youth enrolled in the mentorship program—all of which have participated in at least one service learning activity—including providing a service to others (preparing bag lunches for the homeless, providing gardening and ground up keeping services for the Plantation and Magnolia School Incorporated, Second Food Harvest Food Bank). They have all participated in career awareness activities, become aware of health services in the community and explored various vocational options. Engagement activities are also part of the program. At least half of GOODGUIDES participants have benefited from the Mayor's Summer Job Program.