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Media Contact: Sasha Itzikman

323-979-9395

sitzikman@goodwillsocal.org

**GOODWILL SOUTHERN CALIFORNIA CELEBRATES GRAND OPENING OF FIRST
COMMUNITY ENRICHMENT CENTER IN GLASSSELL PARK / ATWATER VILLAGE**

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Los Angeles, CA, April 25, 2014 – Goodwill Southern California (GSC) will celebrate the grand opening of the new Community Enrichment Center (CEC) at Fletcher Square on Thursday, May 1, in the Glassell Park/Atwater Village neighborhood of Los Angeles, at 3150 N. San Fernando Road. The festivities begin at 8:30am when local dignitaries, donors and community partners gather for the official ribbon cutting ceremony. The event will open to the public at 11am and conclude at 4pm, and will include an open house and community tours, free workshops, special retail and café offers, free secure shredding and the launch of SEE-LA's Certified Farmers Market.

Goodwill's Community Enrichment Center at Fletcher Square is a one-of-a-kind resource facility that will bring to one location GSC's top-rated, no cost career counseling and placement services, retail, culinary arts, and environmental service offerings. The fully renovated, 135,000 square foot, full service facility will offer a wide spectrum of services that will address the employment, education, health and universal needs of the community. To date, the center has created more than 65 new jobs. The location had been vacant for more than eight years and developing the center for community use presented a solution to the challenges communities frequently face when large retailers vacate buildings.

Residents and businesses will safely and conveniently donate unwanted items and utilize e-waste recycling services. Consumers will enjoy shopping for clothing, furniture, and home goods at the Goodwill flagship retail store and clearance center, and dine at Café G, Goodwill's training café. In addition, various community organizations and government agencies will utilize the facility for meetings and events. Ultimately, the Community Enrichment Center will provide access to vital programs and services, unify the community, and act as a catalyst for individuals and families to achieve sustainable pathways out of poverty and into success.

"This is the largest single project Goodwill Southern California has developed in nearly 100 years. The collaboration and support of many, including local officials, the planning commission, city and community councils and our staff, have culminated in this one of a kind center. By offering a range of essential services under one roof, we will help empower local community members with the resources they need to create brighter futures for themselves and their families." said Craig Smith, GSC's President and CEO.

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Special Offers on May 1 include:

- 25% off all women's, men's and kid's pants at the Retail Store
- FREE samples and 20% off meals at Café G

The Certified Farmers Market will preview from 11am to 2pm on May 1, and will operate every Thursday thereafter from 3pm to 7pm. The market will offer a wide array of fresh produce and products from some of California's finest local farmers, food purveyors and producers.

"This new farmers market, which my office has championed since I was elected, will bring fresh produce and healthy food to the Drew Estara Neighborhood and all of Glassell Park," said Councilmember Mitch O'Farrell. "I'm a passionate advocate for building job opportunities, and Goodwill is a neighbor that hires and places local folks in jobs throughout the community. I'm thrilled to help reinvigorate this corner of Glassell Park."

A free Resource Fair and Workshops are available from 11am to 4pm and include:

- Secure Shredding
- Resume Building
- Interview Techniques
- Dress for Success
- How to Apply for Federal Jobs
- Budgeting and Smart About Credit Seminars, Presented by Wells Fargo
- Youth Income & Careers and Youth Planning & Money Management Seminars, Presented by PricewaterhouseCoopers
- Emergency Preparedness, Presented by L.A. County Department of Public Health
- Weight Management, Smoking Cessation and Stress Management Seminars, Presented by Kaiser Permanente
- Health and Wellness Education and Services
- Green Living Seminar
- Yoga & Zumba Classes

Health and Wellness education and services will include glucose check, blood pressure check, dental information, Cal Fresh eligibility assessment and Affordable Care Act registration. Participating partners include American Medical Response, L.A. County Department of Public Health, L.A. County Department of Social Services, Proactive and Smile Finders.

The completely re-designed center also features two art corridors displaying original works including a 46-foot mural by famed artist Frank Romero, entitled *LA River*, originally executed as a request to be featured in the exhibition "LA: Light, Motion, Dreams", at the Natural History Museum. The piece traces the Los Angeles River on its course throughout Los Angeles to the sea. Another installation showcases a community collaborative mural designed by acclaimed Chicano artist and Goodwill Southern California employee David Flury, for Goodwill's 2013 Homeless Veteran Stand Down; and another original Flury mural commissioned for the new center. The *Portraits of Goodwill* gallery exhibits stunning black and white images of GSC program participants, captured by award winning director and photographer Rodney Rascona.

About Goodwill Southern California

Transforming lives through the power of work, Goodwill Southern California (GSC) serves people with disabilities or other vocational challenges, as well as businesses, by providing education, training, work experience and job placement services. Each year, GSC prepares and places thousands of individuals into sustainable employment through programs and services offered at three campuses, seven Career Resource Centers, three WorkSource Centers, Deaf, Youth and Veteran Employment Programs throughout Los Angeles (north of Rosecrans Ave.),

Riverside and San Bernardino counties. GSC supports its mission with proceeds generated from 79 retail stores and 44 attended donation centers. Charity Navigator, an independent charity evaluator has awarded GSC its highest four-star ranking for 13 consecutive years; largely due to the fact GSC spends 93 percent of its budget on programs and services. Committed to caring for the earth, in 2013 GSC diverted 67.4 million pounds of reusable or recyclable goods from landfills. Goodwill is Good For Everyone! 888-4-GOODWILL www.GoodwillSoCal.org

About SEE-LA

Founded as a working part of the Hollywood Economic Revitalization Effort, Sustainable Economic Enterprises of Los Angeles (SEE-LA) has ultimately become one of the leading producers of farmer's markets in Los Angeles County. SEE-LA's mission is a simple yet impactful one – to build sustainable food systems and promote improved fresh food access that will benefit low-to-moderate income residents of Los Angeles County while also supporting California small farms and mid-size farms. Through this work we enrich the health and overall quality of life for the communities in which we work. www.seela.org

About Frank Romero

Throughout his 40 year career as an artist, Frank Romero has been a dedicated member of the Los Angeles arts community. As a member of the 1970s Chicano art collective, Los Four, Romero and fellow artists Carlos Almaraz, Beto de la Rocha and Gilbert Lujan, helped to define and promote the new awareness of La Raza through murals, publications and exhibitions. Los Four's historic 1974 exhibition at the Los Angeles County Museum of Art was the country's first show of Chicano art at a major art institution.

Since then, Romero has successfully balanced a career in both the public and private arenas. He has completed over 15 murals throughout the city, and was a key contributor to the 1984 Olympic Arts Festival with "Going to the Olympics," a large scale mural which adorns one of Los Angeles' busiest freeways (Highway 101). He recently restored this mural with a grant by the Amateur Athletic Foundation, and is working on new murals for SPARC (Ritchie Valens Park in Pacoima) and North East Trees (along the Los Angeles River) and in Silverlake.

Romero has shown extensively in the United States, Europe and Japan. Notable exhibitions include: "Chicanarte" (L.A. Municipal Gallery), "Hispanic Art in the United States" (Corcoran Gallery, Washington D.C. and national tour), "Le Demon des Anges" (Nantes, France; Barcelona, Spain; Lund Sweden and Brussels, Belgium), and "American Kaleidoscope" (National Museum of American Art, Smithsonian Institution, Washington D.C.). His work is featured in many permanent collections, including the National Museum of Art in Washington D.C., the Los Angeles County Museum of Art, and the Carnegie Museum in Oxnard, CA. www.romerostudio.net

About David Flury

Flury grew up in South Central Los Angeles and his work is very much informed by graffiti art as well as the work of an earlier generation of Chicano artists. Flury has shown work at over 220 exhibitions, both locally and internationally, since the inception of his professional career over 22 years ago. www.davidflurylosfour.com

About Rodney Rascona

Award-winning photographer/director Rodney Rascona has utilized his more than three decades of professional experience to help raise revenue and awareness for relief and development organizations around the globe. In addition to his charitable projects, Rascona continues to produce leading work for an international roster of advertising clients. Rascona was named 2010 International Photographer of the Year: Deeper Perspective by the Lucie Foundation for "The Pink Door Photographs," a poignant collection of iconic portraits featuring earthquake survivors in Haiti.

Rascona's team is currently in production on a feature-length documentary about the burgeoning cookstove movement. "BLACK INSIDE" will lay out the arguments, the issues and the solutions presented by the brilliant minds engaged in this social imperative. www.rascona.com

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