



FOR IMMEDIATE RELEASE

GENERATION WORKS 2020: VOLUNTEERS WILL SERVE SCHOOLS AND NON-PROFIT AGENCIES FOR A DAY OF COMMUNITY IMPACT

Jacksonville, FL – January 13, 2020 – More than 500 members of our First Coast community are expected to turn out and pay it forward in the new year during 2020 Generation WORKS, a one-day event where volunteers donate their time and elbow grease at area schools, non-profits and community organizations across Northeast Florida. Generation WORKS is an annual, dedicated half-day of service led by women and girls (of course men and boys are welcome too!) with the objective of bringing sustainable change and impact to our neighborhoods. Volunteers will paint, wash, wire and work their magic to transform the First Coast.

Generation W's 6th annual Gen WORKS day of service, presented by Deutsche Bank, is set for Saturday, Feb 1st and will serve 17 agencies in total, including 6 public schools plus multiple area non-profits all across NE Florida. Generation WORKS celebrates women who are leading the way in the "heart work of our city" in the fields of education, non-profit work and advocacy for NE Florida's most vulnerable citizens. Through Generation WORKS, the community joins forces and shares resources to improve the lives of the people who benefit from the work of the agencies that Generation WORKS serves.

"It amazes me how people come together to improve and support local non-profits and schools. It fills my heart to say the WORKS day of service impacted 362,000 people last year. With dynamic women and girls leading the way, everyone will leave their handprints and heart prints on all sides of town. The hours we spend investing in our community will lead to a lasting change and deeper commitment to our neighbors," said Donna Orender, founder of Generation W. "I truly believe when the community comes together, magic happens."



WORKS service to DCPS schools is an integral part of the day. Six schools will benefit from the day of service with projects completed that would otherwise remain just a dream. "We are so excited about the work that is about to take place right here by Generation WORKS," said Tina Wilson, Principal at Mt. Herman Exceptional Center. "This will impact not only our students but our families and faculty and also the community."

Some of the projects on tap to be completed at this year's Gen WORKS include: building furniture for the outdoor areas and painting a mural at Mt Herman Exceptional Center, rebuilding a structure and painting projects at Inspire to Rise (a newly established non-profit helping families in crisis), painting, cleaning and improving an outdoor play area at Longbranch Elementary, sorting and placing donations at Habijax, and clean up and painting of an outdoor living space and shower area at the Sulzbacher Center. Volunteers need no experience – just an able body and a willing spirit.

Generation WORKS impacts more than 350,000 annually with this galvanizing day of volunteerism, corporate partnership and community connection. All are welcome to join in the efforts to create sustainable impact in the NE Florida community. There is still time for those looking to serve the community to join in the work, meet new neighbors and learn about the important work being done right here on the First Coast. Volunteers can register as an individual or a group at this link: <https://www.eventbrite.com/e/generation-works-2020-tickets-85141990987>

What: Generation WORKS

When: Saturday, February 1, 2020 from 8:00 AM – 12:00 PM

Where: Multiple Locations across Northeast Florida

Who: Community Leaders, partners, non-profit organizations, volunteers

Media Opportunity: Interviews are available with a Generation W team member and a local site partner to discuss the service the partner agencies provide to the community, the need and types of activities volunteers will be do during WORKS and the impact that comes when members of the community step up and join forces to build stronger neighborhoods.

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**About GENERATION W**

GENERATION W, a registered 501(c)3, inspires women and communities to elevate their lives through leadership development, connection, inspiration and education. Generation W platforms include: Generation WOW, a girl's leadership development and mentorship program; best-selling book and curriculum, WOWsdom! The Girls Guide to the Positive and the Possible!; and Generation WORKS, a day of community-wide service across Northeast Florida.

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