



FOR IMMEDIATE RELEASE

CONTACT:

James Harder
617-541-1218

jharder@goodwillmass.org

Goodwill's *Running for Great Kids* Team in High Gear for Boston Marathon

Fourteen runners raise money for Goodwill's youth programs

Boston (April 5, 2010) – They line the roadways around Boston (and elsewhere) every spring – thousands of runners training for the historic Boston Marathon.

This year, 14 of them – participating under the name *Running for Great Kids* - are giving it their all for youth programs at Morgan Memorial Goodwill Industries. This is the sixth consecutive year Goodwill has fielded a Boston Marathon team.

“We are fortunate to have an enthusiastic and spirited team of great runners,” said Joanne Hilferty, president and CEO of Goodwill. “The money they raise helps support our Fresh Air Camp and Academy for Girls, programs that serve youth with great potential but limited opportunities.”

Goodwill has been serving Greater Boston for more than 100 years. In fact, the Fresh Air Camp in South Athol, Massachusetts, will celebrate its 104-year anniversary this summer. The residential camp provides academic and recreation programs for boys and girls age 8 to 16. The BNY Mellon After-School Academy for Girls is a year-round, after-school program that offers girls 10-18 academic enrichment, personal and leadership development and career exploration. The academy helps girls gain a positive self-image, take pride in their abilities and build healthy successful futures. Both programs are key components of Goodwill's mission to help people achieve self sufficiency.

In the past five years, Goodwill's Boston Marathon teams have raised more than \$300,000 for the Roxbury-based organization.

Sponsors for the Goodwill team include Fidelity Investments, Guy LeBlanc Enterprises, Paradigm Associates, Suffolk University, Ashland Textile Recycling, ImageTech, Lily Transportation, UGL Unicco, Gallup Landscape Co., Honeywell Information Systems, Second Time Around, Sysco Boston, and Technical Construction.

Also, more than 15 local businesses have contributed to the team, including One Communications, Reed & Barton, J.P. Licks, Brown Sugar, Lucky Strike, F1 Boston, Plum Blossom Acupuncture, Masa, Boston Bowl, and others.

ABOUT MORGAN MEMORIAL GOODWILL INDUSTRIES

For more than a century, Goodwill has provided job training programs and partnered with the business community to provide meaningful work opportunities for individuals with disabilities and other barriers to self-sufficiency. In addition, Goodwill operates Boston Career Link, a one-stop career center, which offers universal access to a broad range of services for job seekers, individuals who are looking to advance or change careers, and employers seeking good job candidates. Goodwill also offers programs that foster academic achievement and career aspirations among urban youth. The Goodwill Stores in eastern and central Massachusetts provide jobs and on-the-job training opportunities, offer quality, low-cost goods to individuals and families looking for value and support other programs and services fulfilling Goodwill's charitable mission. Goodwill annually serves more than 8,000 people. www.goodwillmass.org

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