



## News Release

**FOR IMMEDIATE RELEASE**

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**GOODWILL OF NORTH FLORIDA GOES VIRTUAL FOR THEIR SIGNATURE  
ANNUAL EVENT JULY 8**

**OPENS IT UP TO PUBLIC FOR THE FIRST TIME**

**-The Organization redesigns its annual awards and celebrity fashion show in response to the pandemic-**

JACKSONVILLE, FL (June 7, 2021) – Goodwill of North Florida announced today that for the first time, their annual event and celebrity fashion show Striving to Succeed will be streamed virtually and available to the public. The special event runs Thursday, July 8, 12:30 -1 p.m. EST via the organization’s Facebook page.

Goodwill of North Florida takes the event online in response to the pandemic, but says the adjusted format allows them to communicate their mission at an even higher level through a new medium.

“Like so many organizations during the pandemic, we were faced with the decision of how to move forward with a large, annual in person event with more than 600 attendees,” said David Rey, CEO of Goodwill of North Florida. “We opted to take our event virtual, and the final result has far exceeded our expectations. We’re able to highlight what we do, and drill down on why we do it via video storytelling. We can’t wait to share it with everyone since our audience is now unlimited.”

The 30-minute program features a fashion show where stylist Argie Mitra takes viewers through the process of dressing some of Jacksonville’s celebrities head-to-toe in Goodwill finds, complete with thrift shopping tips and jaw-dropping finds. It also features the stories of Goodwill achievers of the year that capture the organization’s mission of sustainability and the formula Donate+Shop=Jobs.

The first 100 people to RSVP “yes” on Facebook for this free event are entered to win could win a \$50 Goodwill stores gift card. Please go to <https://www.facebook.com/GoodwillNFL> to RSVP and get details for how to watch on July 8th.

For more information, please visit [www.goodwilljax.org](http://www.goodwilljax.org).

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[About Goodwill Industries of North Florida, Inc.](#)

Goodwill Industries of North Florida, Inc. is the area's largest not-for-profit organization specializing in job training and placement services for individuals with barriers to employment. 92 cents of every dollar generated is directly invested into our programs and services. For more information, please visit [www.goodwilljax.org](http://www.goodwilljax.org).

**GOODWILL INDUSTRIES OF NORTH FLORIDA  
INVITES YOU TO OUR**

**Annual Striving To Succeed &  
Celebrity Fashion Show**

**JULY 8, 2021 | 12:30 - 1 P.M**  
LIVE STREAMED VIA  
OUR FACEBOOK PAGE & WJXT WEBSITE  
[HTTPS://WWW.FACEBOOK.COM/GOODWILLNFL](https://www.facebook.com/goodwillnfl) &  
[HTTPS://WWW.NEWS4JAX.COM/WATCHLIVE/](https://www.news4jax.com/watchlive/)