



FOR IMMEDIATE RELEASE

Media Contact:

Marla Eby – Director, Marketing & Media Relations

(323) 246-3620

meby@goodwillsoocal.org

Goodwill SoCal’s “Project Transform” Event Offers Haircuts To Help Prepare Job Seekers Reentering The Job Market

Los Angeles, CA, September 13, 2021 – In a collaborative effort to prepare job seekers to re-enter the workforce, Goodwill Southern California and students from El Monte’s Professional Institute of Beauty will provide FREE haircuts.

What: FREE Haircuts for job seekers

When: 11am – 2pm Thursday, September 16, 2021

Where: Goodwill Southern California’s Los Angeles Campus – outdoor courtyard
342 N. San Fernando Road Los Angeles CA 90031 (Lincoln Heights)

RSVP: Contact Peter Tang at ptang@goodwillsoocal.org or 323-539-2159

With the September end to key federal pandemic unemployment programs and the school year beginning, job seekers are feeling an urgent need to reenter the job market. This event will help prepare job seekers to look their best during interviews, whether in person or via Zoom.

Goodwill Southern California provides free employment programs for individuals with disabilities and disadvantages, including veterans, at-risk youth, people who were formerly incarcerated, the homeless, and community members looking for jobs.

“Due to childcare commitments or other family circumstances, many job seekers are just getting back into the job market,” said Joseph Taylor, Senior Director of Workforce & Career Development for Goodwill Southern California. “August / September is the start of the school year, and the unofficial start to job search season.”

Event attendees will receive free haircuts as well as information from Goodwill SoCal on job training, placement services and upcoming hiring events. The WorkSource Center will connect job seekers with resources and employers that are immediately hiring. Attendees can then visit the Goodwill SoCal store next door, to find deeply discounted prices on clothing for their interviews.

Media outlets that wish to film the event may contact Marla Eby, Goodwill SoCal's Director of Marketing & Media Relations at meby@goodwillsoocal.org or 323-246-3620 (cell) to arrange for filming.

About Goodwill Southern California

Transforming lives through the power of work, Goodwill Southern California (GSC) serves individuals 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, Career Resource Centers, 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 more than 80 stores and an additional 25 freestanding attended donation centers. GSC spends 95 percent of its budget on programs and services. Committed to caring for the earth, last year GSC diverted over 100 million pounds of reusable or recyclable goods from landfills. Goodwill is GOOD for Everyone! Follow Goodwill SoCal on social media - @GoodwillSoCal.

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