



Generation WORKS – Citywide Volunteer Project

Impacting and Transforming the Community through Service

Jacksonville Beach, Fla. Jan. 25, 2017– Join more than 500 people as they make a difference in communities on the First Coast. Dynamic women will lead the way as volunteers wield weapons of mass construction when they participate in **Generation WORKS**, Generation W’s third annual citywide day of service presented by Deutsche Bank. Be a part of this opportunity to make a change and impact neighborhoods in Jacksonville. **Generation WORKS** will be held Feb. 4.

Networking and registration begin at 7 a.m. at Unity Plaza, 220 Riverside Ave. The **Generation WORKS** kick off begins at eight. Volunteers will then head to one of 18 sites to paint, wire, wash and work their magic to transform our city for the greater good. Molly Curry, first lady of Jacksonville; Michelle Cook, director of Patrol and Enforcement with the Jacksonville Sheriff’s Office; and George Maxey, executive director of New Town Success Zone, will serve as honorary chairs.

“It will be powerful to see dynamic women leading the way at each of the volunteer work sites around town to improve schools and support various nonprofits. The hours we spend investing in our community will lead to a lasting change and deeper commitment to our neighbors,” said Donna Orender, Generation W’s founder. “I truly believe when the community comes together, magic happens.”

“We identified a partnership with **Generation WORKS** at the 2014 Generation W Conference. The timing of the partnership worked out well for Deutsche Bank since we were looking for the right opportunity for our employees to give back to the community. We are proud to say this is our third year supporting **Generation WORKS** and our participation is an energizing way to kick off the year,” said Leslie Slover, Deutsche Bank regional head of Jacksonville and Cary, N.C.

Register now for **Generation WORKS** at www.genworks2017.eventbrite.com and select from a variety of projects benefitting agencies such as Angelwood, Dignity U Wear, Feeding Northeast Florida, Rethreaded and more. This day of service will inspire women, girls and the entire community to be leaders and help strengthen ties in our city.

About Generation W

Launched in Jacksonville, in 2011, Generation W is a platform designed to elevate women through leadership, connection, inspiration and education. The annual Generation W conference will take place on March 31. For more information, please visit www.genwnow.com.

Media Contact

Shavone Steele, shavone@genwnow.com, (904) 372-4859

Angela Spears, angela@angelapspearscomm.com, (904) 535-8862