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For additional information, contact:

Jim Cyphert

Innis Maggiore

330-501-9886

jim.cyphert@innismaggiore.com

**Goodwill Industries of Eastern North Carolina (GIENC®) launches Rotary Club to serve communities through ‘Service Above Self’**

***Rotary Club of Goodwill for Eastern North Carolina immediately kicks off Rotary Service Challenge for individuals and families facing food insecurity.***

Durham, N.C. (April 8, 2025) — Goodwill Industries of Eastern North Carolina (GIENC®) today announced the establishment of the Rotary Club of Goodwill for Eastern North Carolina. Guided by Rotary International’s principle of “Service Above Self,” this new chapter is hitting the ground running with the launch of its first Rotary Service Challenge, an initiative that encourages fellow Rotarians to mitigate food insecurity.

The alignment between the values, ethics, and mission of Rotary International and GIENC make the partnership a natural fit. Like GIENC, Rotary International believes in taking action to support education, employment, and life-enriching opportunities designed to transform the lives of residents throughout eastern North Carolina and beyond. Through the Rotary Club of Goodwill, GIENC is eager to watch employees, and eventually community partners, give back and grow as local leaders.

“Innovation is one of our core values,” said GIENC President & CEO Christopher Hash. “We’re constantly seeking ways to enhance impact and provide opportunities for our employees to engage with communities. Strengthening our partnership with the Rotary Club will provide unique ways to amplify our programming and service across eastern North Carolina.”

The Rotary Club of Goodwill for Eastern North Carolina complements GIENC’s strategic plan to expand service to individuals and communities throughout the region. By bringing together dedicated professionals, volunteers, and local leaders, the club aims to address pressing community needs and foster meaningful change.

(more)

**GIENC launches Rotary Club/Page 2**

“Rotary has made partnering with other organizations to do even more good a major priority,” said Rotary District 7710 District Governor Jeff Blass. “Through these partnerships, we can come up with more new ideas, and we can increase the impact we want to have on the world we live in. Our Rotary District is thrilled to be partnering with and supporting Goodwill Industries of Eastern North Carolina so they can better serve communities in eastern North Carolina.”

Following its founding, Rotary Club of Goodwill for Eastern North Carolina has taken immediate steps toward its mission with the launch of a Rotary Service Challenge, an initiative that’s provided $2,250 in food vouchers to the 48 Rotary Clubs within **Rotary District 7710**. These vouchers will empower Rotarians to unite and bring transformative change by providing local individuals and families the opportunity to secure meals and other essential supplies.

Beyond immediate relief, the Rotary Service Challenge also raises awareness about food insecurity and encourages ongoing community service. Through these initiatives, Rotarians are strengthening their connections to their communities and exemplifying Rotary’s values of service, fellowship, and leadership.

For more information on the Rotary Club of Goodwill for Eastern North Carolina, or to learn how you can provide support or get involved, please contact [rotaryclub@goodwillenc.org](mailto:rotaryclub@goodwillenc.org).

Rotary International, a global humanitarian organization with more than 1.2 million members, is known for its commitment to ethical leadership, service projects, and promoting goodwill across the world. With clubs in more than 200 countries, Rotary works to promote peace, fight disease, support education, and grow local economies. To learn more about Rotary International, visit [www.rotary.org/en](http://www.rotary.org/en).

Goodwill Industries of Eastern North Carolina, Inc. (GIENC®) transforms lives through opportunities. For more than 60 years, GIENC has empowered individuals, families, and communities through employment, education, and life enrichment opportunities. A leader in innovative solutions, GIENC serves 51 counties and operates 43 employment program centers. Proceeds from GIENC stores fund grants given to community partners, aid in combating food insecurity and homelessness, provide free educational resources and support employment program initiatives. To donate or learn more about GIENC, visit [www.gienc.org](http://www.gienc.org).

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