

FOR IMMEDIATE RELEASE
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‘Artists Beyond Barriers’ Launches Business

BAKERSFIELD – When Goodwill Industries of South Central California and Kern Regional Center (KRC) first partnered to provide micro-enterprise services to clients with disabilities so that they could actually own and operate their own businesses, neither entity could have imagined how quickly that innovate dream would turn into a reality.

On Thursday, March 4th, at 2:00 pm, Goodwill will proudly host the ribbon cutting of its fifth micro-enterprise business, “Artists Beyond Barriers,” at its Downtown facility on the corner of 18th St. and Chester Ave. Apart from featuring Artists Beyond Barriers, Goodwill will also be exposing several other up-and-coming businesses to the public, and Mikey’s Hot Dog Stand will be offering refreshments.

“In this economy, any time a new business opens its doors to the public, it’s a big deal; any time that business is being operated by individuals suffering from Neurological Cerebral Palsy, it’s a phenomenal accomplishment” – stated Goodwill CEO Sheryl Chalupa.

Javier Chavez and Susan Kim both share a driven desire to succeed in life. They both share a love of art, and they both share the same medical condition that makes even simple movements the most daunting of tasks because of a nervous system disorder. That disability has stopped neither one from creating beautiful pieces of artwork and profound pieces of poetry, all of which will be prominently on display at their ribbon cutting ceremony on Thursday.

Through Goodwill’s Customized Employment Options (CEO) program, Javier and Susan were provided the unique opportunity to plan, develop, and now operate their own business; something all of us have dreamed about, while few of us have ever achieved.

About Goodwill Industries of South Central California:

Goodwill Industries of South Central California is a 501(c)(3) non-profit organization with the mission to provide work opportunities and skills development to people with barriers to employment. Currently, Goodwill Industries of South Central California has 11 locations to serve its territory which includes all of Kern County, Kings County, and the Southern-half of Tulare County. For more information, please visit our website at: www.giscc.org.

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