



**Goodwill Industries**  
**Of Central North Carolina, Inc.**

1235 S. Eugene St., Greensboro, NC 27406  
336-275-9801  
TriadGoodwill.org

**FOR IMMEDIATE RELEASE**

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Sarah M. Lanse, Marketing Specialist

[slanse@triadgoodwill.org](mailto:slanse@triadgoodwill.org)

336-544-5291 office

336-383-0439 mobile

**NEWS RELEASE**

**FREE Workshop Connects Business Owners to Google**  
Triad Goodwill to Livestream from Google HQ on June 20

GREENSBORO, NC – Approximately 75% of people who perform a “near me” search on their phones visit a local business within a day, according to Google. Local businesses can leverage that search to improve foot traffic to their stores. That’s why Triad Goodwill is hosting a FREE livestream from Google’s Headquarters: [Online Marketing Strategies for Retail Businesses](#). The livestream will take place on Wednesday, June 20 from noon-1:00pm at Triad Goodwill’s Charles and Betty Younce Career Center, 3519 North Elm Street, Greensboro (near Pisgah Church Road).

You can learn tips and tricks to convert online searches into shoppers – directly from Google’s experts. Businesses can also gain insight in how to engage with customers online, measure online marketing results and more.

“This is an excellent opportunity for business owners and leaders to learn the latest online marketing techniques, straight from Google,” said Career Center Coordinator Melinda Bernard.

This workshop is free and open to the public. Please RSVP at [https://online\\_business.eventbrite.com](https://online_business.eventbrite.com).

Get connected to Triad Goodwill at [Facebook.com/triadgoodwill](https://www.facebook.com/triadgoodwill), [@TriadGoodwill](#), [Instagram](#), [Pinterest](#), [YouTube](#), [LinkedIn](#) and visit [TriadGoodwill.org](http://TriadGoodwill.org). *We Put People To Work!*

**About Triad Goodwill:**

Triad Goodwill (Goodwill Industries of Central North Carolina, Inc.), a 501(c)(3) non-profit leader, promotes the value of work by providing career development services, skills training and work opportunities for people with employment needs. In the past year, Triad Goodwill served 15,160 people in the community and helped place 3,312 workers in competitive employment with more than 700 employers. 85¢ of every dollar earned in Triad Goodwill stores supports their mission.

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