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Goodwill Industries of Greater Detroit Names Lambert, Edwards & Associates as Public Relations Agency of Record

DETROIT, Michigan, December 15, 2015 – Lambert, Edwards & Associates (LE&A), one of Michigan's top-ranked public relations agencies and the state's largest public affairs and investor relations firm, has been named the public relations agency of record for Goodwill Industries of Greater Detroit, a nonprofit organization dedicated to helping people overcome employment challenges, secure employment and pursue a path of self-sustainment and growth.

LE&A will develop and implement strategies to elevate Goodwill's profile and increase visibility of its various programs, including **Flip the Script**, Goodwill's proven and trusted community program that re-engages returning citizens from the Michigan Department of Corrections into mainstream, productive employment pursuits, **Operation: Good Jobs**, Goodwill's case management and services coordination for veterans and military families seeking support resources for job training, education and employment services, and **A Place of Our Own Clubhouse**, Goodwill's special program of social and skills development for people with unique disabilities. LE&A will provide a wide array of services, including strategic program development, media relations, digital/social media support, event planning, and messaging to support those programs and the overall Goodwill brand.

"Being aligned with an organization of the caliber of Goodwill Industries of Greater Detroit allows us the opportunity to once more be a part of Detroit's metamorphosis," said Jeff Lambert, president of Lambert, Edwards & Associates.

About Goodwill Industries of Greater Detroit

The professionals of Goodwill Industries of Greater Detroit are dedicated to assisting local residents to overcome employment challenges and secure meaningful, long-term employment. In the past year of the organization's rich history, Goodwill Industries has placed nearly 2,000 Wayne, Oakland and Macomb county resident into new jobs and has provided job training, education and placement services to more than 12,000 individuals in the region. Goodwill Industries of Greater Detroit has been helping Metro Detroiters become **Trained, Trusted and Ready to Work** for more than 94 years. For information, visit <http://www.goodwilldetroit.org>.

About Lambert, Edwards & Associates

LE&A (www.lambert-edwards.com) is a top-10 Midwest-based PR firm and a top-15 investor relations firm nationally with clients based in 20 states and six countries. As Michigan's largest PR firm – with offices in Grand Rapids, Lansing and Detroit – LE&A serves middle-market companies and national brands across a wide array of industries and is the state's largest public affairs firm. LE&A has posted 16 years of growth, been named *PR Week* and *PRNews* Small Firm of the Year, honored as an Edward Lowe "Michigan 50 Companies to Watch," and earned *Crain's* "Michigan's Healthiest Employers" and "Coolest Places to Work" awards. LE&A is also a global partner in PROI Worldwide, the largest partnership of independent PR firms in the world spanning 120 cities on five continents. Follow us on [Facebook](#) or Twitter [@LambertEdwards](#).

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