



FOR IMMEDIATE RELEASE

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NONPROFIT LEADS THE WAY IN COMMERCE AND EDUCATION DURING COVID-19

*Go for the Greens Foundation launches 2 initiatives
to help women business owners and students during global slowdown*

(Orlando, Fla.) — To help woman-owned businesses and young women who are future business leaders cope with devastating financial and social effects of the coronavirus COVID-19 crisis, Go for the Greens Foundation Inc. has launched two initiatives designed to keep commerce and education channels open in today's virtual work environment. Both will be free of charge to all participants.

Founded in 2007 by an award-winning team of volunteers, the foundation is a 501(c)(3) nonprofit based in Florida that connects women-owned companies of all sizes and industries in North America and beyond with opportunities for corporate and government contracts. Its programs are based on four "green" business pillars: growth, green practices, guidance and golf networking. One of its programs involves mentoring young women in middle school through college to show them career options.

In the first initiative, the foundation is hosting a series of virtual international town hall forums, set to launch April 1, that will allow entrepreneurs to connect with each other and learn about state, federal, private and nonprofit programs available to help them continue operating in today's unprecedented business climate. The forums will feature informational interviews with corporate and government partners of the foundation. They will be followed by one-on-one virtual "matchmaker" appointments between qualified suppliers and interested buyers.

"Small businesses make up the backbone of the economy in the United States and worldwide, and they've been hit hard by the coronavirus COVID-19 outbreak," said Cindy Chace, co-founder and chair of the Go for the Greens Foundation. "Although there are some government programs being put in place to help them continue operating and employing people, there is an air of uncertainty. Our board of directors felt we had to do something."

The first virtual forum will take place April 1, followed by weekly forums every Wednesday at 2 p.m. Eastern time. Go for the Greens anticipates participants from all over the United States, as well as Canada, Latin America, the U.K. and other parts of the world. Among the guests will be representatives from the foundation's partner organizations, which include UPS, Walt Disney World and others.

"The whole business community is hurting right now — everyone from small companies to corporations and government agencies to our partner nonprofit organizations," said Diane Sears, co-founder of the Go for the Greens Foundation and head of global programming for the organization. "With all events and meetings canceled, they're missing out on those face-to-face contacts that lead to business relationships and potential contracts. We can help."

In the second initiative, Go for the Greens is launching a virtual opportunity for young women ages 14-21 to connect about what they're experiencing. The sessions will include interviews with women leaders and career experts about how the students can keep from losing momentum during these trying times. The events will be held on Friday afternoons at 2 p.m. Eastern time starting April 3, 2020.

"It's important for these young ladies not to lose focus on how they can continue to dream big about their future careers," Chace said. "We want to help them continue learning and growing, even during times when they might feel discouraged. We're here to give them a boost."

For information, contact Go for the Greens Co-Founders Cindy Chace, 954-770-6881 or cindy.chace@goforthegreens.org, and Diane Sears, 407-625-7197, diane.sears@goforthegreens.org, or the organization's headquarters at 407-835-3774 or info@goforthegreens.org.

ABOUT GO FOR THE GREENS FOUNDATION

Founded in 2007 by an award-winning team of volunteers, Go for the Greens Foundation Inc. is a 501(c)(3) nonprofit with headquarters in Florida. Its activities are based on four "green" pillars: growth (helping companies increase their revenue and create more jobs), green practices (offering education and opportunities in sustainable development); guidance (strengthening existing and future business leaders) and golf networking (developing business strategy through golf). The organization's signature event is the Go for the Greens international business conference in Florida every September that includes a golf event and a mentorship day for young women ages 14-21. The foundation's other activities include programs throughout the year involving education in business, sustainability and golf for women entrepreneurs and for young women seeking mentorship.