



News Release

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FOR IMMEDIATE RELEASE

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**Goodwill of North Florida Expands Executive Team with Key New Hire, Vice President,
Marketing & Communications**

Rebekah Suwak brings eight years of experience in marketing and communications to this new role of Vice President, Marketing & Communications with Goodwill Industries of North Florida (Goodwill). Rebekah specializes in traditional and digital marketing, branding, writing/editing, social media, public & media relations, crisis communications, and website development. Her most recent experience was with Rethreaded as the Director of Marketing. Rethreaded provides a second chance at life for survivors of human trafficking right here in Jacksonville, Florida, through direct employment and support services. Rethreaded's mission closely aligns with Goodwill, as they work to remove the barriers to employment.

“The role of VP Marketing & Communications is essential to continuing Goodwill’s mission of removing barriers to employment,” said Goodwill Industries of North Florida President & CEO David Rey. “Rebekah will be instrumental in increasing Goodwill's presence in the community, connecting with local businesses, and bringing in additional educational opportunities.”

Rebekah will be able to use her expertise and skills to expand the number of individuals who know and understand the mission of Goodwill and the good work being done to remove barriers to employment.

“I am thrilled to join the executive team at Goodwill, I believe that through economic empowerment we can change our community for the better, said Rebekah Suwak. “I plan to take what I accomplished at Rethreaded and the Department of Health and build upon that and positively impact many more lives through education and awareness to break down barriers that hinder growth.”

While employed with Rethreaded, Rebekah developed Rethreaded brand elements and retail packaging, developed and directed all public relations, communications, marketing, e-commerce,

and advertising -- inclusive of all social media campaigns. Before Rethreaded, Rebekah served as a Public Information Officer & Internal Communications Specialist at the Florida Department of Health in the Crisis Communications Unit; And as an Account Executive with Tucker/Hall primarily planning and executing Public Relations & Crisis Communications for Florida-based government, private organizations and businesses.

Rebekah attended Florida State University, where she obtained both her Master of Art and Bachelor of Arts Degrees in International Affairs and Political Science. She has also acquired membership and certifications such as Basic Communications Officer for FEMA, Member: All-Hazards Media Skills from the Florida Department of Health and she completed Active Bystander Training with the Centers for Disease Control and Prevention.

For more information, please visit www.goodwilljax.org.

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About Goodwill Industries of North Florida, Inc.

Goodwill Industries of North Florida, Inc. is the area's largest not-for-profit organization specializing in job training and placement services for individuals with barriers to employment. 92 cents of every dollar generated is directly invested in our programs and services. For more information, please visit www.goodwilljax.org.