



Generation W Debuts Generation WORKS Day of Service *Hundreds Expected to Join Inaugural City-Wide Volunteer Effort*

JACKSONVILLE BEACH, Fla. – Jan. 20, 2015 – Hundreds of women in Jacksonville will wield weapons of mass construction to make a difference, find purpose, inspire others and connect on Feb. 7 for Generation WORKS, Generation W's first-ever citywide day of service.

Presented by Deutsche Bank and supported by Florida Blue, Stein Mart, CIT, Winn Dixie, Wells Fargo and United Way, Generation WORKS officially kicks off with breakfast at 7 a.m. in Riverside's Unity Plaza. Immediately following, volunteers will head out to their respective project sites to get to work.

"Generation WORKS is one way we're harnessing the powerful energy of women's leadership to transform the community," said Donna Orender, Generation W's founder. "We envision Generation WORKS as a way to galvanize the leadership of women and girls who will wire, weld, wash and work their magic to transform our communities."

Generation WORKS volunteers are invited to register in advance (<https://generationworks.eventbrite.com>) and select from a variety of projects around the city benefitting Hubbard House, the Sulzbacher Center, Rethreaded, Feeding Northeast Florida, City Rescue Mission, Dignity U Wear, Children's Home Society of Florida, Duval County Public Schools, MaliVai Washington Youth Foundation, The Jacksonville Public Education Fund, Angelwood and Habijax.

"Deutsche Bank is honored to partner with Generation W, which shares in our commitment to promote diversity across our business and within the city of Jacksonville," said Leslie Slover, Head of Deutsche Bank Jacksonville and Cary, N.C. "Generation WORKS provides an exciting opportunity for employees to drive social change and improve the quality of life in our community."

While the entire Generation WORKS event will be led by women and girls, including honorary chairwomen Santhea Brown, wife of Mayor Alvin Brown; Melissa Ross, host and producer of First Coast Connect; and Rachel Vitti, education advocate and wife of Duval County Public Schools Superintendent Nikolai Vitti; men and boys are invited to participate, too.

For more information on lending a hand at the inaugural Generation Works service event, please visit <http://www.genwnow.com/generation-works>.

About Generation W

Launched in Jacksonville, Fla., in 2011, Generation W is a platform designed to empower women through leadership, connection, inspiration and education. The annual Generation W conference will take place on March 27, 2015. For more information, please visit <http://www.genwnow.com>.

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