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FOR IMMEDIATE RELEASE

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LIBERA HOSTING LIBERA MEET AND GREET NETWORKING EVENT MAY 15

CHARLESTON, W.Va. – Libera is hosting the “Libera Meet and Greet Networking Event,” on Wednesday, May 15, for individuals interested in becoming a trained mentor for its listening groups and for organizations interested in networking.

The event will begin with an open house from 3-4:30 p.m. at the Charleston office, located at 426 Sullivan Way in the American Job Center. From 4:30-7 p.m., the event will move to Soho’s, located at 800 Smith St. in the Capitol Market, for a bite to eat with the Libera staff. Those interested may participate in one or both parts of the event.

“Networking with organizations helps Libera get connected with more youth who could benefit from our programs and services and also helps us learn more about the resources available within the community,” said Kelsey Riggi, director of strategic initiatives and social enterprise.

Volunteers are a crucial aspect of Libera’s listening groups and become trained mentors, Libera Listeners. Listeners facilitate listening groups for teen girls and at-risk youth and mentor young adult women.

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“To be more sustainable as a nonprofit is through the support and work of our volunteers,” said Kelsey Riggi. “Libera will only be able to be as big and have as much impact as the number of mentors and Listeners that we have available to lead Libera groups and mentor young adult women, one on one.”

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Founded in 2015, Libera strives to help women and teens in West Virginia identify and address barriers to help reach their personal freedoms. Libera achieves this goal through listening groups, LovePacks for foster kids and Student Body Safety Assemblies in collaboration with the SHIELD Task Force. For more information, visit liberawv.com or call or text 304-319-0970.

Tactic Justification:

I chose to write a news release about an upcoming event for Libera. I interviewed Kelsey Riggi, my contact for Libera, for my other +1 portfolio news release about recruiting volunteers. During the interview, she informed me about this event that went along with my other news release topic. I decided to create this news release for the event because Libera's second office recently opened in Charleston, and it would help Libera recruit volunteers and network with other organizations in this new area. This allows Libera to meet the needs of its target audience in this new Charleston area, because volunteers and networking with organizations help Libera help its target audience.