

GREYSTON

PRESS RELEASE
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Greyston & Inclusive Hiring Movement Celebrates Momentum in Southwest Yonkers, NY

Greyston honors Virgin Unite President, Jean Oelwang, for her leadership efforts in the inclusive hiring movement

Yonkers, NY (May 2, 2019) – Join Hudson Valley business leaders, community members, Virgin Unite President, Jean Oelwang, and NBC Weather Anchor, Dave Price, as Master of Ceremonies at X20 in Yonkers, NY to celebrate 37 years of Open Hiring at Greyston's Gala.

Started by founder, Zen Master Bernie Glassman, Open Hiring is the practice of welcoming people into the workforce with zero judgment - no-questions asked - and giving people the wrap-around services they need to thrive in life. The promise of Open Hiring is in its powerful ability to transform: locally – to transform individuals on a path to economic and personal freedom; regionally – to transform companies (and communities) on how to rethink value in their local labor pool; and globally – to transform society and embark on the new challenge for the business community to hire a workforce eager to contribute to their communities and the economy.

"It's an honor to celebrate Open Hiring with Greyston and the community it serves in Southwest Yonkers, NY", said Jean Oelwang, President of Virgin Unite and 2019 Bernie Glassman Trailblazer Award recipient. "Greyston demonstrates that putting people first benefits business and the community. They are an inspiration to all of us and a beacon for an inclusive future of work."

About the Bernie Glassman Trailblazer Award: Named after Greyston's visionary founder and prominent American Zen Buddhist leader who passed away in November 2018, Zen Master Bernie Glassman, this award recognizes the kind of trailblazing leadership and action required to further an impactful inclusive hiring movement. The award recognizes a company or individual who believes in the potential of people and giving fair chances, has demonstrated a significant commitment to social change, and is helping to create a movement to drive change through social innovation.

About Jean Oelwang: Jean is the founding CEO and President of Virgin Unite. As part of her work over the last three decades, Jean has helped corporations put the wellbeing of people and the planet at their core, including working with over 25 Virgin businesses across 15 industries to help embed purpose in all they do. Jean also served as a Partner in the Virgin Group leading their people strategy, the heart of Virgin.

Jean has long explored the overlap of the business and social sectors and has been involved in both, having worked for the Foundation for National Parks and Wildlife in Australia, and in numerous volunteer roles, including a stint as a VISTA volunteer where she worked with – and learned from – homeless teens in Chicago.

Virgin Unite is the entrepreneurial foundation of the Virgin Group and the Branson family. Virgin Unite was started with the aim of bringing people together to encourage them never to accept the unacceptable, to turn challenges into opportunities and to always push boundaries that make both business and the world better.

About Greyston: For 37 years, Greyston has been changing lives by providing job opportunities – no questions asked. Since its founding, Greyston has been fighting for inclusion: creating opportunities for disenfranchised people, battling against systemic inequities, fighting for social justice, and advocating for equity and a leveled playing field for people regardless of their past. We are a hybrid organization dedicated to serving the community of southwest Yonkers, NY where we have been practicing and refining Open Hiring at our for-profit social enterprise, Greyston Bakery, where we hire anyone seeking a job, effectively eliminating barriers to employment.

About Open Hiring™: Our Open Hiring Model is the collection of programs and services provided to employees to increase success on the job and in the community. Greyston operates a world-class commercial bakery that produces seven million pounds of award-winning brownies every year for customers like Ben & Jerry's, Whole Foods Market, and Delta Air Lines—with a staff of bakers who would likely have been screened out by traditional hiring practices. Greyston offers a roadmap to assist individuals and their families in visualizing and realizing their paths to becoming thriving members of the community.

NEW at Greyston!: Greyston, the pioneering social enterprise and world-renowned bakery in Yonkers, New York, has joined forces with Pentagram, a leading global design & branding studio, to redesign and reposition the Greyston brand as it evolves from a visionary pioneer in inclusive hiring, to a global leader driving radical change. Pentagram Partner Michael Bierut will lead the project for Greyston.

Known for its identity work with international brands and several non-profits such as Do The Green Thing, The Robin Hood Foundation and The Heart and Stroke Foundation, Pentagram will work to differentiate the various elements of Greyston's unique organization which incorporates both for- and non-profit elements with a collective mission to create thriving communities through Open Hiring.

Michael Beirut commented on the partnership and said, *"Greyston is remarkable because it operates at two radically different scales at once. For years it has served its local community in Southwest Yonkers by giving individuals, one at a time, the opportunity to transform their lives through work. At the same time, it is developing tools for others around the world to inspire the same transformation in their own communities. To tell the Greyston story with design and branding is the kind of challenge we live for."*

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