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**Contact:** Maureen Sanders  
Genesys Works  
713-724-4410  
[msanders@genesysworks.org](mailto:msanders@genesysworks.org)

**Genesys Works Student To Speak Before President Obama**

**Houston, TX (June 29, 2009)** – Genesys Works was chosen to join President Obama at The White House, on Tuesday, June 30, 2009, to formally launch “The White House Office of Social Innovation”.

President Obama created this new initiative to promote government efforts to help innovative non-profit groups and social entrepreneurs expand successful approaches to tackling pressing social problems.

“The idea is simple: to find the most effective programs out there and then provide the capital needed to replicate their success in communities around the country that are facing similar challenges,” First Lady Michelle Obama said at the Time 100 Most Influential People Awards in New York City in May.

Representing Genesys Works will be Vanessa Nunez speaking on her experience as a student of the Genesys Works’ program. Ms. Nunez went from working low-end restaurant jobs to help her single mother make ends meet before joining the program, to now working in the corporate information technology department of Marathon Oil, a Houston-based Fortune 500 company, and attending the University of Houston.

Also participating in the event, in a roundtable discussion about best practices in social enterprises, will be Rafael Alvarez, Founder of Genesys Works.

**About Genesys Works:**

Genesys Works is a growing national non-profit organization founded in 2002. The organization began in Houston and expanded into Minneapolis/St. Paul, Minnesota in 2008 with plans to expand into other major metropolitan areas in the country in 2010.

The mission is to enable economically-disadvantaged high school students enter the economic mainstream by providing them with the knowledge and work experience required to succeed as professionals. Students are placed into an intensive training program that prepares them to work in a meaningful capacity in large corporations during their senior year of high school. Immersion into the corporate world creates life change for these students showing possibility that they can succeed as professionals.

With more than 30 of Houston’s largest corporations participating, Genesys reaches approximately 200 students per year with more than 95% of the graduates enrolling into college immediately after high school. Many receive major scholarships with the assistance of the Genesys Works College Connection program.

For more information, please visit [www.genesysworks.org](http://www.genesysworks.org)