

PRESS RELEASE

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SOUTHWEST KEY PROGRAMS TO BREAK GROUND ON NEW BUILDING New Social Enterprise Complex Expected To Bring 100 Jobs To East Austin

AUSTIN, TX - (April 23, 2010) - Southwest Key Programs (SWK) will break ground May 1, 2010 on its new \$3.6 million “Social Enterprise Complex” that is expected to create at least 100 jobs in East Austin.

Ceremonies hosted by SWK board chair Victor Garza and CEO/El Presidente Dr. Juan Sánchez, will begin at 10:30am, and will be followed at 12 noon by a free family fiesta for the general public.

With help from a \$2.1 million grant from the U.S. Economic Development Administration, SWK, which also operates juvenile justice, safe-shelters and education programs throughout the country, will be building a 14,000-square-foot building at its East Austin campus at 6002 Jain Lane. The new building will house seven enterprises, a job coach, workforce development programs and training classrooms.

Construction is slated to begin in June and will take about 12 months to complete. “Ultimately, SWK plans to generate around 100 jobs in its surrounding East Austin neighborhoods, which historically have had higher unemployment rates than the rest of Austin,” said Dr. Juan Sánchez, president and CEO of SWK.

He continued “the idea is to create employment opportunities in a community like this that has been so hard-hit, we have the ability to train people to obtain more skills so they can increase their earnings potential and earn more money, either with our company or they can go on and develop their own businesses,” Sánchez said.

The groundbreaking ceremony will be followed by a family fiesta on the SWK campus and includes live musical performances, food, a job fair, and arts and crafts for all families to enjoy. The family fiesta will begin at 12 noon, is free and open to the general public.

About Southwest Key Programs:

Southwest Key Programs is a national nonprofit organization headquartered in Austin, Texas. Founded in 1987, Southwest Key operates 55 programs in 6 states, serving approximately 6,000

children per day, and in May 2009 was ranked #4 among the [Top 25 Hispanic Nonprofits in America](#) by Hispanic Business Magazine. Southwest Key Programs has a staff of over 1,000 employees with the goal to improve the quality of life for children through education, community development, youth and family services.

For more information, visit www.swkey.org.

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