

Dress for Success Atlanta Becomes Dress for Success Georgia Expanding Statewide to Help Close Economic Gaps

Expanding equitable access to workforce and career resources across Georgia.

ATLANTA, GA, UNITED STATES, August 7, 2026 /EINPresswire.com/ -- With one in three female-led households in Georgia living below the poverty line, [Dress for Success Georgia](#) (formerly Dress

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*Susan Bonds-McCulloch,
president of Dress for Success
Georgia.*

for Success Atlanta) announced its official rebrand and statewide expansion, bringing career training, digital skills, workforce development and leadership resources to women across the state. The move is designed to remove barriers to employment, strengthen Georgia's workforce and expand economic opportunity in underserved communities.

Powering the expansion is a donated all-electric Mercedes-Benz eSprinter van from [Mercedes-Benz USA](#), transformed into a mobile career center featuring a professional clothing closet, dressing room, computer

workstation and Wi-Fi. The mobile unit will deliver workforce services directly to women in communities where transportation, broadband and access to career resources remain barriers. Dress for Success Georgia (DFSG) equips women with the skills, credentials and support needed to enter, reenter and advance in today's workforce. Programs include digital skills training, Salesforce and AI certifications, career and personal coaching, hard and soft skills development, mentorship and leadership training. By helping women achieve economic independence, the organization is investing in stronger families, communities and Georgia's long-term economic growth.

As part of its evolution, DFSG is also expanding its signature Little Pink Book into a comprehensive workforce-to-leadership platform. The enhanced initiative will provide career advancement resources, executive and leadership development, mentorship and strategic networking opportunities to support women throughout every stage of their careers.

The statewide expansion is focused on:

- Expanding equitable access to workforce and career resources across Georgia.
- Supporting women from job readiness through leadership advancement.
- Addressing barriers to employment in rural communities, including childcare, broadband

access and workforce connectivity.

- Helping employers connect with qualified, job-ready talent.
- Advancing long-term economic mobility for women, families and communities.

"This expansion strengthens underserved communities, increases access to digital literacy, and accelerates workforce development," said Susan Bonds-McCulloch, president of Dress for Success Georgia. "By combining mission-driven programming with statewide partnerships, we're creating greater access to opportunity and building a stronger workforce for Georgia's future."

"Our workforce development team connects Georgians to career pathways by aligning community needs with industry opportunities," said Jonathan

King, Director of Education and Workforce Development at Georgia Power Company. "Because we focus on reaching individuals who may face barriers to employment, partners like Dress for Success Georgia are vital to that mission. We congratulate them on this important milestone."

For more information about Dress for Success Georgia and its programs, visit www.dressforsuccessgeorgia.org.

About Dress for Success Georgia

The mission of Dress for Success Georgia is to empower women to achieve economic independence by providing a network of support, professional attire and development tools to help women thrive in both work and life.

About Mercedes-Benz USA

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Driving Your Future is Mercedes-Benz USA's corporate social responsibility initiative to support

DRESS FOR SUCCESS[®] Georgia

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educational programs that empower the next generation. As part of our commitment to positively impact communities where employees live and work, MBUSA has partnered with Safe Kids Worldwide and Junior Achievement USA to create and support programs focused on technology and sustainability, career readiness, and injury prevention to help the next generation succeed. To learn more about Driving Your Future, please visit www.mbusa.com/en/corporate-social-responsibility.

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