



**JUNE 28, 2010**

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## **Goodwill launches Donate Movement**

*New 'D' icon helps consumers reduce waste, improve communities*

**TACOMA, WA** — Goodwill Industries International will launch a new innovative campaign today emphasizing the positive impact that donating gently used clothing and other household goods has on communities and the planet. Through the "Donate Movement," Goodwill® is challenging people to rid their closets and homes of unwanted items and put them to good use by donating them.

"When you donate the items you no longer need to Goodwill, you are helping someone find a job, strengthening your community and preserving the planet," said Jim Gibbons, president and CEO of Goodwill Industries International. "Your donations also help the environment by allowing other people to repurpose the items so they can be diverted from landfills."

The Donate Movement will kick off June 28 at 8:15 a.m. during the GII Delegate Assembly, taking place at the Greater Tacoma Convention and Trade Center. Tacoma Goodwill is hosting the event, which includes nearly 300 CEOs and board leaders from across the United States discussing program, donations and retail issues.

"We're pleased Tacoma was chosen for the launch of this national Donate Movement," said Tacoma Goodwill CEO Terry A. Hayes, who noted tours of the agency's new Milgard Work Opportunity Center will be available. "In these tough economic times when our job training and placement services are needed more than ever, people should know their donations to Goodwill are an investment to help change lives."

Goodwill is unveiling a new "D" donation icon with the goal that it will become a universally recognized symbol stamped on donatable items, similar to the recycling icon. Businesses have partnered with Goodwill to show their support of the Donate Movement and impact positive social change and environmental sustainability in communities everywhere. As an environmental pioneer for more than 105 years, Goodwill hopes that this movement will encourage people to reduce, reuse and repurpose items they no longer need.

As part of the launch, Tacoma Goodwill will have two added donation locations open from 7 a.m. to 6 p.m. during the week of the launch – one at its Milgard Center, 714 S. 27<sup>th</sup> St., and at the Hotel Murano, 1320 Broadway Plaza in Tacoma. The Milgard Center donation station will remain on site afterward.

To encourage donations, Tacoma Goodwill is giving donors a coupon for 30 percent off a single item purchased at Goodwill stores across the Tacoma Goodwill service area. The coupons are good through the end of July.

For a complete list of Tacoma area donation locations, go online to [www.tacomagoodwill.org](http://www.tacomagoodwill.org) and click on "Donate."

To learn more about how donations help Goodwill's mission nationwide or find out about the Donation Movement, go to <http://donate.goodwill.org>.

Nationwide last year, 67 million donors gave items to Goodwill. These donors helped Goodwill agencies provide critical services to nearly 2 million people. Goodwill provides job training programs, employment placement services and other community-based services to people with disabilities, people who lack education or job experience and others facing challenges to finding employment. Goodwill's mission is fulfilled through the collection and sale of donated goods, which fund these critical programs.

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#### **About Tacoma Goodwill**

Goodwill is a unique nonprofit business. It turns donations and business revenue into programs that change lives by helping people with disabilities or disadvantages go to work. This year, Tacoma Goodwill Industries will help more than 9,000 people with education, job training and placement so they can become independent self-supporting citizens. Of these, more than 1,000 people with barriers to employment will be placed in jobs in the community. Job-training services are funded through financial gifts, grants, fees, commercial services and the operation of 25 thrift stores throughout Western and Southcentral Washington. Visit the website at [www.tacomagoodwill.org](http://www.tacomagoodwill.org).

#### **About Goodwill Industries International**

Goodwill Industries International is a network of 166 community-based agencies in the United States and Canada with 14 affiliates in 13 other countries. Goodwill is one of North America's top five most valuable and recognized nonprofit brands as well as a leading social services enterprise (Source: Cone Nonprofit Power Brand 100, 2009). Goodwill agencies are innovative and sustainable social enterprises that fund job training programs, employment placement services and other community-based programs by selling donated clothing and household items in more than 2,400 retail stores and online at [shopgoodwill.com](http://shopgoodwill.com). Local Goodwill agencies also build revenue and create jobs by contracting with businesses and government to provide a wide range of commercial services, including packaging and assembly, food service preparation, and document imaging and shredding. In 2009, nearly 2 million people in the United States and Canada benefited from Goodwill's career services. Goodwill channels 84 percent of its revenues directly into its programs and services. To find a Goodwill location near you, use the online locator at [www.goodwill.org](http://www.goodwill.org), or call (800) 741-0186. Twitter: @GoodwillIntl. Facebook: GoodwillIntl