
FOR IMMEDIATE RELEASE

Contact: **KEN BEURMANN**
 661-978-1707
 kbeurmann@giscc.org

Goodwill Industries and *Hanes* Announce Partnership
'Goodwill and Hanes Call on Consumers to Clean Out Their Drawers'

BAKERSFIELD, CA (March 1, 2011) – Goodwill Industries is teaming with *Hanes*, America's No. 1 Basic Apparel Brand to launch a "Clean Out Your Drawers" effort and encourage Americans to donate responsibly.

Building on the strength of Goodwill Industries' Donate Movement (a global public awareness initiative focusing on donating responsibly) the new partnership with *Hanes* will help consumers learn more about how they can donate their gently-used items to make a positive impact on their community and the environment.

Hanes recently conducted research that sheds light into the usually dark spaces of our closets and drawers. According to a national survey commissioned by *Hanes*, most people wear only 70 percent of the items inside their drawers. Together, Goodwill and *Hanes* will encourage the public to organize, donate, and replenish. The program was developed in response to an overwhelmingly common occurrence of cluttered, messy drawers and offers fun and easy solutions for getting organized.

"As a partner in Goodwill Industries' Donate Movement, *Hanes* is increasing public knowledge of what it means to donate responsibly," said Ken Beurmann, VP of Business Development for Goodwill Industries of South Central California. "Goodwill and *Hanes* are asking consumers to make a commitment in reducing their environmental impact by cleaning out their drawers and donating those items to Goodwill, where we will help to provide job services for hundreds of people right here in Kern County."

Lorie Marrero, Certified Professional Organizer, creator of The Clutter Diet, contributor to *Good Housekeeping* and spokesperson for the Donate Movement, will serve as the Goodwill spokesperson for the Clean Out Your Drawers initiative. As a professional who helps people de-clutter their households, Lorie understands the importance of spring cleaning firsthand as well as knowing to think twice about donating your gently-used clothing items.

"*Hanes* is proud to partner with Goodwill to raise awareness of the Donate Movement. We wanted to use this program to highlight the power of responsible donations and what that can mean for communities," said Sidney Falken, senior vice president, *Hanes* brand. "We've learned through research that many people hold on to items they no longer need but these items can actually be used again and have a second life. That's why *Hanes* partnered with Goodwill to educate people about the benefits of donating items they no longer need, while making room for new updates of their favorite apparel items."

Visit www.Facebook.com/Hanes for more information and tips about "Clean Out Your Drawers," and visit www.giscc.org to learn more about how Goodwill will turn the public's donations into jobs.

About Goodwill Industries of South Central California

Goodwill Industries of South Central California is a 501(c)(3) non-profit organization with the mission to provide work opportunities and skills development to people with barriers to employment. Currently, Goodwill Industries of South Central California has nine locations to serve its territory which includes all of Kern County, Kings County, and the Southern-half of Tulare County. For more information please visit www.giscc.org.

About Hanes

Hanes, America's No. 1 Brand of Apparel Essentials¹, is a leading brand of intimate apparel, underwear, sleepwear, socks and casual apparel. Hanes products can be found at leading retailers nationwide and online direct to consumers at www.Hanes.com. Hanes is a flagship brand of Hanesbrands Inc. (NYSE: HBI) (www.Hanesbrands.com). Twitter: @HanesComfort. Facebook: Hanes.

Contact: KEN BEURMANN, VP of Business Development
Goodwill Industries of South Central California
661-978-1707
kbeurmann@giscc.org

JENNIFER ZAITZ, Weber Shandwick
Hanes
Phone: (212) 445-8273
jzaitz@webershandwick.com

¹ The NPD Group / Consumer Tracking Service, R12 Sep 10, Unit Share
