

Event: National Goodwill Week

Day: May 1st – May 7th

Information & Interviews: Marlene B. Heise 323-8594 (wk); 978-8594 (cell)

info@heisemedia.com

FOR IMMEDIATE RELEASE

GOODWILL INDUSTRIES SOCIAL ENTREPRENEURSHIP ROLE GROWS
Nonprofit Celebrates 60th Annual Goodwill Industries Week

Bakersfield, CA — Established in 1902, Goodwill Industries® has taken its social entrepreneurship role to new heights through expanded partnerships, the use of new media and a renewed commitment to stronger families and communities.

From May 1–7, Goodwill® agencies across the United States and Canada will celebrate the 60th annual Goodwill Industries Week, reflecting on how the nonprofit has grown with the times yet kept true to its founding values. A recent and dramatic example of Goodwill's growth was represented through the launch of the Donate Movement, which united people around a common cause of protecting the environment through socially conscious donations. Goodwill's groundbreaking Donation Impact Calculator (www.giscc.org) demonstrates the value of donations to the planet and to the people Goodwill serves through critical job training and career services. The movement has also garnered highly visible partners like television network Planet Green and retailers Hanes and Levi's — organizations that share Goodwill's vision.

"Edgar Helms couldn't have foreseen how his vision of social entrepreneurship would unite so many diverse entities around a single goal," said Sheryl Chalupa, President and CEO of Goodwill Industries of South Central California. "Shoppers and donors, as well as our new cause-marketing partners, now see the real value in our work and how each person plays a role in creating a cleaner planet and stronger communities."

There are 165 independent Goodwill agencies in the United States and Canada that tailor job training programs and career services to meet the specific needs of employers in their communities. Goodwill Industries of South Central California provides a wide range of training, including facilities maintenance training, retail skills training, administrative support training and many more. Goodwill also helps people find jobs by contracting with government and businesses to provide commercial services such as custodial services and food service preparation.

"This Goodwill Industries Week, we thank you for the part you've played in our history and the part you will play in shaping our future," said Ken Beurmann, Vice President of Business Development for South Central California. "Your continued support keeps alive a century-old vision that work transforms lives."

###