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GAP Partners with Goodwill in Donate Movement

'Gap Invites Customers to Donate Clothing to Help Support Job Training Programs and Get Rewarded with 30% off Summer Shopping

BAKERSFIELD, CA (May 16, 2011) – Gap and Goodwill Industries of South Central California have announced a partnership encouraging consumers to clean out their closets for a cause. From May 19-29, Gap stores in the United States and Canada will accept clothing donations in support of the Donate Movement, an effort powered by Goodwill to educate the public on the positive impacts donations can have on both people and the planet.

When consumers donate clothing to Gap stores during this time period, their donations will be given to Goodwill and then sold in Goodwill's 9 retail stores. To thank customers for their generous donations, donors will receive 30-percent off their entire Gap purchase, including regularly priced and sale items, just in time for Memorial Day shopping.

Donations to Goodwill support the organization's mission of providing job training programs and employment placement services to the people who need them most. Goodwill sells donated goods in its stores and uses 84 percent of the revenues generated to fund job training programs across the United States and Canada.

"As a company, we invest in career exploration and job readiness for youth, and thousands of our employees volunteer to help young people prepare for the workforce. Giving our customers and employees opportunities to donate clothing in support of Goodwill's job training programs is a great fit with our community efforts," said Bobbi Silten, head of global responsibility and president of Gap Foundation.

Donating to Goodwill also has a positive impact on the planet. Goodwill helps communities extend the life of usable items in environmentally sound ways, and diverts clothing items from local landfills.

"Through the Donate Movement, Goodwill aims to increase conscious donations by raising consumer awareness of the power their donated goods can have in strengthening their communities," said Ken Beurmann, VP of Business Development. "When you donate to Goodwill, you enable a person to receive vital skills training, succeed at work and climb the career ladder. These are people who want to work but need Goodwill's help to find and keep good jobs."

To learn more about the Donate Movement and calculate the positive impact donations will have on people in the community, visit www.giscc.org.

About Gap Inc.

Gap Inc. is a leading global specialty retailer offering clothing, accessories, and personal care products for men, women, children, and babies under the Gap, Banana Republic, Old Navy, Piperlime, and Athleta brands. Fiscal year 2010 net sales were \$14.7 billion. Gap Inc. products are available for purchase in over 90 countries worldwide through about 3,100 company-operated stores, about 175 franchise stores, and e-commerce sites. For more information, please visit www.gapinc.com/socialresponsibility.

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.

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