

NEWS RELEASE

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With “back-to-school” costs going up, it’s time to head for Goodwill

PITTSBURGH, Pa., August 5, 2011 - Recent surveys say that back-to-school costs may be up from 10 to 25 percent this year, which makes shopping at Goodwill more attractive and practical than ever.

Goodwill will kick off the back to-school season with a first ever Back-To-School sale on August 10 at all 29 Goodwill of Southwestern Pennsylvania Stores. Shoppers will receive 25% off all donated, clothing, belts, ties, purses and shoes, and a raffle.

“With budgets already stretched thin and costs increasing, many families will be doing their back-to-school shopping at Goodwill during the next few weeks,” said Michael Smith, President/CEO of Goodwill of Southwestern Pennsylvania. “They know that Goodwill stores offer the most affordable prices available anywhere.”

In addition, he noted that some families will face new fees and charges for their children to participate in school activities such as sports and band programs because school budgets have been cut.

“Goodwill understands that these are very difficult times for many families,” Mr. Smith said. “Our stores can be part of the solution and we are making a special effort to keep them fully stocked with gently used children’s clothing, shoes and a variety of new school supplies.”

The back to school season also is a great time to donate unwanted items to Goodwill, such as out-grown children’s clothing. “With so many families in our region pinched by unemployment and the sluggish economic situation, we are making a special appeal for donations during August and September to make affordable school clothing available to help as many families as possible.

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“By donating items you no longer need to Goodwill, you are helping someone find a job, strengthening our community and preserving the planet,” Mr. Smith said. “Your donations also help the environment by allowing other people to repurpose the items so they can be diverted from landfills,” he said.

Mr. Smith also noted that donating to Goodwill is a great way to teach children about gratitude, responsibility and helping others. Donations to Goodwill help to fund job training and support programs for people who face barriers to employment.

Goodwill SWPA operates 29 stores throughout southwestern Pennsylvania and north central West Virginia. To find the store or donation center nearest you, please visit Goodwill’s Web site, www.goodwillswpa.org, and enter your ZIP code.

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