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## NEWS RELEASE

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### **REGIONAL HUMAN SERVICES AGENCY CHANGING ITS NAME TO “GOODWILL OF SOUTHWESTERN PENNSYLVANIA”**

PITTSBURGH, Pa., March 20, 2008 – Goodwill Industries of Pittsburgh, one of the region’s largest and most diverse human services agencies, today announced that it will officially change its name to Goodwill of Southwestern Pennsylvania effective April 1, 2008.

With over 900 employees and annual revenues of more than \$37 million, the local Goodwill’s service area spans eight Pennsylvania counties – Allegheny, Armstrong, Butler, Beaver, Fayette, Greene, Washington and Westmoreland – and ranks as one of the largest Goodwill organizations in the U.S. It operates more than 20 retail stores and several other nonprofit businesses, including one of the region's largest fully integrated contract-services workshop facilities, a weekly auction of donated motor vehicles, and a major recycling center. The agency’s affiliate units include Goodwill of Fayette County, Goodwill of North Central West Virginia, Goodwill Commercial Services, Inc., Goodwill Housing, and Northside Common Ministries.

“Goodwill has been part of Pittsburgh and southwestern Pennsylvania since 1919,” said Goodwill President and CEO Michael J. Smith. “Our organization has grown significantly over the years as we have steadily added programs and services that are focused on helping people with special needs improve their quality of life by getting and keeping a job.

(more)

“We recently decided to change our name to more accurately reflect the fact that we serve an area that stretches across eight counties in southwestern Pennsylvania,” Mr. Smith said. “We also are dropping the word ‘industries’ from our name because that term implies activities that are no longer relevant to how we carry out our mission today.”

Mr. Smith said the new name will be phased in during the first half of 2008, utilizing a new graphic “signature” (attached) that combines the Goodwill of Southwestern Pennsylvania name with the well-known “Smiling-G” symbol that is used by Goodwill Industries International and by Goodwill organizations throughout the U.S.

Since its founding in Boston in 1902, the Goodwill movement has evolved into a large and diverse international organization with nearly 200 community-based, autonomous member organizations in the U.S., Canada and 14 other countries.

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