



800 West Pacific Coast Highway
Long Beach, CA 90806-5299
Telephone: (562) 435-3411
TTY: (562) 590-8588
FAX: (562) 495-1447

FOR IMMEDIATE RELEASE

Contact: Janet McCarthy
562.435.3411, ext. 221
jmccarthy@goodwillsolac.org

GOODWILL SERVING THE PEOPLE OF SOUTHERN LOS ANGELES COUNTY WORKS WITH INFLUENCERS ON SPRING CALL-TO-ACTION CAMPAIGN

March 18, 2019 — Spring cleaning may have come around early this year! Since the release of the Netflix decluttering series, *Tidying Up with Marie Kondo*, Goodwill Serving the People of Southern Los Angeles County (Goodwill SOLAC) has seen an increase in donations. A recent survey by [OfferUp](#) also shared that nearly half of Americans are proud bargain shoppers, and brag to peers about finding great deals.

Did you know that donating and shopping for affordable finds at Goodwill SOLAC also provides a variety of opportunities for community members to make a fresh start this spring? Goodwill SOLAC is working with social media influencers to promote four week-long challenges to help support our community.

1. DONATE

Spring is a time to renew and refresh! Decluttering your home can help simplify your life, and make room for a new perspective. Take inventory of your bedrooms, storage closets, attic, etc. A good rule of thumb is if you haven't used something in two years, you could probably go without it! Donate unused items to Goodwill SOLAC so that someone else can enjoy it. Lifestyle and parenting influencer, [Carmen Flores](#) will lead this challenge (March 21 – 27) and encourage her audience of nearly 12,000 followers to donate unused items to Goodwill.

2. SHOP

Revive your spring wardrobe without breaking the bank! Visit Goodwill SOLAC for trendy spring items for men, women and children. Shopping at Goodwill SOLAC helps to promote a sustainable lifestyle and make a stand against fast fashion. Model and fashion influencer [Nicole Mazur](#) will lead this challenge (March 28 – April 3) and encourage her audience of nearly 40,000 followers to refresh their spring wardrobes at Goodwill®.

3. MISSION

Goodwill SOLAC uses eighty-seven (87) cents of every dollar to fund employment and job training opportunities in our community. Veterans and military families, people with disabilities, people integrating back into society, and older workers are among the people that benefit from the support of Goodwill donors and shoppers. Blogger, fashion influencer and advocate for

people who are deaf or hard of hearing, [Jame Jackson](#) will lead this challenge (April 4 – 10) with an American Sign Language video, sharing the impact behind donating to and shopping at Goodwill with her audience of nearly 7,000 followers. Jame will also write a blog post about the campaign on her fashion and entertainment blog, [TheBlondeMisfit](#).

4. SUSTAINABILITY

Practice a more sustainable lifestyle by shopping at Goodwill SOLAC for secondhand items and do-dads for do-it-yourself (DIY) projects. By doing this, you're giving another life to items that might otherwise end up in landfills. Goodwill **organizations collectively divert more than 3.8 billion pounds of goods** from landfills each year. Buzzfeed home and décor producer, [Ashley McGetrick](#) will lead this challenge (April 11 – 18) and encourage her audience of nearly 10,000 followers to shop at Goodwill for DIY project inspiration, and do good for the environment.

About Goodwill SOLAC

Goodwill SOLAC is a nonprofit organization that transforms donated goods into job training, education and placement services for individuals with barriers to employment. Goodwill SOLAC serves 22 cities and communities throughout Southern Los Angeles County. Goodwill SOLAC's main facility — located at 800 W. Pacific Coast Highway in Long Beach — houses its administrative offices, training programs, processing operations, transportation fleet, LiNKS Sign Language & Interpreting Services, a retail store and its e-commerce operations. To learn more about Goodwill career services or to find your nearest Goodwill store or donation center, visit www.ThinkGood.org.

#