

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: Paulette Thornton  
562.435.3411, ext. 267  
pthornton@goodwillsolac.org

**Goodwill<sup>®</sup> Encourages Spring Cleaning With #CleanSweep Campaign**  
*Spring Cleaning is an Exciting Opportunity to Throw Open the Windows and Sort Out the Clutter.*  
*With #CleanSweep, Goodwill Offers Expert Tips to Make This Spring the Cleanest Yet.*

Long Beach, CA—March 23, 2016—Spring cleaning is a great time to sort out the clutter, but it can also be an overwhelming chore that intimidates us out of even getting started. Goodwill Industries International offers these five expert tips to help you not only start, but also conquer spring cleaning and develop new habits to keep you organized all year long.

Lorie Marrero is a Certified Professional Organizer<sup>®</sup>, *Woman's Day* contributing editor and *Wall Street Journal* bestselling author of *The Clutter Diet: The Skinny on Organizing Your Home and Taking Control of Your Life* and *The Home Office Handbook*. She also created ClutterDiet.com and is a spokesperson for Goodwill Industries International. We asked Lorie for her top five spring cleaning tips.

1. **Have a plan.** You don't want unwanted items cluttering up your home any longer than necessary, so plan to spring clean and take items to Goodwill<sup>®</sup> on the same day.
2. **Start with success.** For the first room or space to tackle, choose the one that will give you the biggest bang for your buck—one that will provide immediate daily benefits in efficiency and reduced stress. Is it your home office? Does your car not fit in the garage? Do you struggle to find anything in your closet in the mornings? Zero in on those areas so that when you succeed, you'll be motivated to tackle another space!
3. **Clean slate.** Once you've chosen your project, clear it out as much as possible and start from scratch. By stripping your shelves bare and restocking them only with items that make you smile, your whole house will become a happy and inspiring place. By donating your unwanted items to Goodwill, you help people find jobs and build their careers.
4. **Make it fun!** Shake up your spring-cleaning routine with a peppy playlist: after a song finishes playing, move on to the next area of the room. Create a fun contest for the family: challenge everyone to find 10 items to put away and 10 items to donate to Goodwill. This can become a race, with the prize of a traveling trophy (or a hot fudge sundae, if you don't want any more clutter!) and you can repeat it once a week for the entire month of March. Share your family's success story with the hashtag #CleanSweep.
5. **Be brave.** Inherited items may come with guilt and obligation. Are you keeping things you don't want or need? Instead of keeping the items, take an artistic photograph of them, frame it and display it in your home. Then take the items to Goodwill, Serving the People of Southern Los Angeles County (SOLAC) to help you let go and move on. Wouldn't you rather the items do good by helping people build their employment skills than take up space in your home?

Goodwill sells your donations to fund job training and community services, such as computer classes, financial education, job interviewing skills, resume reviews, job transportation, child care and many more. Last year, Goodwill organizations across the country helped more than 318,000 people earn jobs.

"Decluttering your home in the spring provides a fresh start for both the donor and people who need jobs in your community," said Janet McCarthy, President and CEO of Goodwill SOLAC. "We hope tips like these will make spring cleaning more fun for families and more fruitful for Goodwill, which means we can keep providing the critical job training services needed in our communities."

For more information about what you can donate to Goodwill, and how donated goods and store purchases support our efforts in the local community, visit our website at [www.ThinkGood.org](http://www.ThinkGood.org).

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. For more information about Goodwill SOLAC, please visit [www.ThinkGood.org](http://www.ThinkGood.org).

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