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**FOR IMMEDIATE RELEASE**

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**Friday, July 14: Goodwill’s Edgar & James Grand Opening in Long Beach**

**What:** Goodwill’s new concept store – Edgar & James, A Curated Collection By Goodwill – is opening its doors in the Long Beach community of Bixby Knolls on Friday, July 14. The specialty store will offer urban, industrial and farmhouse chic items all in one amazing store and at affordable prices. To showcase its distinct retail concept, the Edgar & James storehouse and logo are branded differently than existing stores of Goodwill, Serving the People of Southern Los Angeles County (SOLAC). Edgar & James’ store design has an on-trend urban appeal, and a branded donation center is stationed adjacent to the store.

**When:** Friday, July 14, 2017  
8:00 a.m. to 9:00 a.m. — Grand Reopening Ceremony  
9:00 a.m. — Ribbon-Cutting & Doors Open to Public

**Where:** Edgar & James  
4121 Atlantic Avenue  
Long Beach, CA 90807

**Attendees** Al Austin, Long Beach City Councilman  
Blair Cohn, Executive Director, Bixby Knolls Business Improvement Assn.  
Daritza Gonzalez, Office of Los Angeles County Supervisor Janice Hahn  
Randy Gordon, President & CEO, Long Beach Chamber of Commerce  
Tonya Martin, Office of State Senator Ricardo Lara  
Janet McCarthy, President & CEO, Goodwill SOLAC  
Irantzu Pujadas, Office of Congressman Alan Lowenthal  
Patrick O’Donnell, Assemblymember  
Harry Saltzgaver, Board Chair, Goodwill SOLAC

**More Info:** Long Beach will serve as the second site where an Edgar & James store operates. In March 2016, Goodwill SOLAC opened its very first Edgar & James store in Redondo Beach, which has been well received by local residents, community leaders and the media. The new Edgar & James site in the Bixby Knolls area of Long Beach has already generated widespread support among the local civic community. The new store and donation center will be based in the same building space that was previously occupied by a Trader Joe’s store, which relocated to a nearby shopping center last year.

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).