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**FOR IMMEDIATE RELEASE**

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**Goodwill's Edgar & James Specialty Store  
to Open in Redondo Beach on March 18**  
***New Concept Store to Offer Urban Chic Collection of Apparel and Home Goods***

Long Beach, CA—March 9, 2016—Goodwill's new concept store – Edgar & James – is opening its doors in Redondo Beach on Friday, March 18. Located on Torrance Boulevard just east of Pacific Coast Highway, the specialty store will offer urban, industrial and farmhouse chic all in one amazing store.

To showcase its distinct retail concept, the Edgar & James storehouse and logo are being branded differently than existing stores of Goodwill, Serving the People of Southern Los Angeles County (SOLAC). Edgar & James' store design will have an urban appeal, such as exposed brick walls, hardwood floors, industrial fixtures and distressed wood features, including a sliding barn door. The Edgar & James logo is an elegantly designed mix of fonts that are followed by the phrase, "A Curated Collection By Goodwill."

Edgar & James received a full renovation of the original Goodwill store that operated in the same location for many years. A donation center adjacent to the store also has undergone a structural and branding renovation.

A special grand opening and ribbon-cutting ceremony will be held a half hour before the store's doors open at 9 am. Local community leaders will present commendations and give remarks during the grand opening ceremony. Dozens of people are expected to line up at the entrance during the ceremony to become the store's very first customers.

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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Photo Caption 1: A painting of Goodwill Founder Edgar James Helms hangs on a wall inside of the new Edgar & James specialty store.

Photo Captions 2-5: An eclectic mix of items are displayed on shelving at the new Edgar & James store.