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**Paulette Thornton Hired as New Director of Marketing and Community Outreach
for Goodwill, Serving the People of Southern Los Angeles County**

Long Beach, CA — May 20, 2014 — Goodwill, Serving the People of Southern Los Angeles County (SOLAC), has announced the recent hire of Paulette Thornton as its Director of Marketing and Community Outreach. In this newly created position, Thornton will oversee all aspects of marketing the organization's brand.

Thornton will manage Goodwill SOLAC's public relations program to increase media exposure and public awareness about the organization by developing and disseminating public informational materials, such as press releases, annual reports and other marketing collateral. She also will run the organization's internal communications program by producing a bi-weekly newsletter, coordinating general assemblies, and promoting employee activities and events. In her role of overseeing community outreach, Thornton will build partnerships with businesses, community groups, schools, and governmental and nonprofit agencies to solicit donation drives, material contributions, grant funding and other areas of support for the organization.

With 25 years of experience working in the PR and marketing industry, Thornton has a notable background in marketing communications. Before joining Goodwill, Thornton worked as a public consultant for PVJOBS, a nationally recognized nonprofit that provides construction job training and employment opportunities to the at-risk community. She also served as a public relations consultant to the Caltrans I-5 Improvements Community Outreach Team, Mount St. Mary's College and the UCLA Labor Center. Prior to becoming a consultant, Thornton worked for several PR agencies, including Hill and Knowlton and Fleishman-Hillard, as well as Levi Strauss & Co. She began her career working as a press deputy for a Los Angeles city councilman.

Thornton holds a bachelor of arts degree in Political Science from UCLA, where she also earned professional certifications in Print Journalism and Copy Editing. She served as a longtime volunteer for Big Sisters of Greater Los Angeles, and she is a member of the UCLA Alumni Association.

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