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MEDIA ADVISORY
FOR IMMEDIATE RELEASE

**IKEA Carson Partners with Goodwill® on Earth Day for ‘Furniture Take Back’
Activity is Part of IKEA U.S. ‘Sustainable Living Your Way’ Events**

On April 22nd, IKEA Carson, in partnership with Goodwill Industries International, is hosting its first national ‘furniture take back’ activity, where customers can donate their old furniture in exchange for an IKEA discount coupon, taking place across 41 (out of 43) IKEA U.S. stores. Goodwill, Serving the People of Southern Los Angeles County (SOLAC), is the local Goodwill organization that will collect donations at this Earth Day event.

IKEA is the leader in life at home and is committed to being a good neighbor in the communities in which it operates. The furniture take back program is part of IKEA U.S. ‘Sustainable Living Your Way’ events, a set of nationwide activities, which include fun in-store games, sustainability workshops, and giveaways to help customers and families reduce their environmental footprint.

This Earth Day event will support Goodwill’s mission of providing an environmentally responsible end-of-life solution for items that are challenging for consumers to donate. Goodwill will sell those items in stores to create job training and placement opportunities for those in Southern Los Angeles County who have barriers to employment.

WHAT: Goodwill attendants will be on hand at this Earth Day event to accept gently used furniture. In return, donors will receive a coupon for \$20 off an IKEA purchase of \$150 or more, valid April 22 thru May 21 (limit one per household). Goodwill will issue a tax-deductible receipt to all donors.

Items accepted through the IKEA/Goodwill furniture take back include bedframes, bedside tables, dressers, bookcases, armoires, dining tables and chairs, sideboards, desks and desk chairs, file cabinets, sofas, coffee tables, side tables and other furniture products from any brand or maker.

Items not accepted at this event include mattresses, sofa beds, bedding, children’s furniture and used children’s products or toys.

WHEN: Saturday, April 22, 2017
10 am – 6 pm

WHERE: IKEA Carson
South Bay Pavilion
20700 S. Avalon Blvd.
Carson, CA 90746
*Donations accepted at the Goodwill truck in IKEA’s parking lot.

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MORE INFO: IKEA Carson's Earth Day event will also include a full day of 'Sustainable Living Your Way' activities, such as IKEA Family giveaways, sweepstakes and special product offerings. There also will be sustainable and nutritionally balanced food offering at the IKEA restaurant, and the Swedish Food Market will offer \$5 off any \$25 in-store purchase. Additionally, IKEA will be conducting games and workshops for customers.

About IKEA

Since its 1943 founding in Sweden, IKEA has offered home furnishings of good design and function at low prices so the majority of people can afford them. There are currently more than 392 IKEA stores in 48 countries, including 43 in the U.S. IKEA has been included in rankings of "Best Companies to Work For" and, as further investment in its co-workers, has raised its own minimum wage twice in two years. IKEA incorporates sustainability into day-to-day business and supports initiatives that benefit children and the environment.

About Goodwill Industries International

Goodwill Industries International (GII) is a network of 162 community-based, autonomous organizations in the United States and Canada with a presence in 13 other countries. GII is a 501(c)(3) nonprofit that is recognized by GuideStar with its Platinum Seal of Approval, the organization's highest rating for charities. GII was also ranked by Enso as the #1 brand doing the most good in the world, and was the only nonprofit brand rated in Forbes' 20 most inspiring companies for three consecutive years. Local Goodwill organizations are innovative and sustainable social enterprises that create job training programs, employment placement and other community-based programs by selling donated clothing and household items in more than 3,200 stores collectively and online at [shopgoodwill.com\(r\)](http://shopgoodwill.com(r)). Local Goodwill organizations also build revenue and create jobs by contracting with businesses and government to provide a wide range of commercial services, including packaging and assembly, food services preparation, and document imaging and shredding. Last year, local Goodwill organizations collectively placed 313,000 people in employment in the United States and Canada. In addition, more than 34 million people used computers and mobile devices to access Goodwill education, training, mentoring and online learning services to strengthen their skills. For more information to find a Goodwill location near you, use the online locator at Goodwill.org or call (800) GOODWILL.

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.

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