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## **For Spring Cleaning, Give Someone In Your Community A Fresh Start**

### ***Goodwill, Serving the People of Southern Los Angeles County, Launches Spring Cleaning Campaign to Give Job Seekers New Beginnings***

Long Beach, CA—March 19, 2015—With spring officially starting this Friday, Americans are gearing up for the annual ritual known as spring cleaning. This year, Goodwill, Serving the People of Southern Los Angeles County (SOLAC), is encouraging people to think of the spring cleaning season as both a time to offer a fresh start to bygone belongings and to help job seekers get a fresh start, too. By donating clothing and household goods to Goodwill®, consumers can ensure their spring cleaning refuse gets diverted from landfills, and they can also help fund job placement and training programs for individuals right here in Southern Los Angeles County.

Through its social enterprise model, Goodwill uses the revenue from its retail store sales to fund programs for job seekers, including youth, seniors, veterans and military families, people with disabilities, and others with specialized needs. In 2014 alone, Goodwill SOLAC helped more than 8,200 people train for careers in such diverse sectors as healthcare, loss prevention and culinary arts, just to name a few, and provided support services to help them land jobs and excel in their careers. With the economy finally showing some signs of life and perhaps heading for an upswing, it is essential that local residents who are out of work receive the training they need to succeed in the workplace. That is why Goodwill SOLAC is asking its friends and neighbors to donate when they finish spring cleaning. Donors will help the environment by giving those items a fresh start while helping someone else get a fresh start in the workplace.

“Spring is traditionally the time of year for new beginnings,” said Janet McCarthy, President and CEO of Goodwill SOLAC. “When you donate this spring, new beginnings come in threes. You get a fresh start for your de-cluttered house, your donated goods find a new home, and you help give job seekers a fresh start of their own.”

In 2013, Goodwill SOLAC raised more than \$22 million in revenue, spending 83 percent of that revenue on training programs, and in the process helping 7,635 people earn a new job. Of those, 315 people got a fresh start because of the generosity of others and the power of donations. To see exactly how much of a difference donations can make, visit [www.goodwill.org](http://www.goodwill.org) and calculate their impact this spring. Then visit [www.thinkgood.org](http://www.thinkgood.org) to find nearby locations to donate.

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).

***Graphics Caption: These spring cleaning marketing materials feature a collection of donated items formed in the shape of letters that spell key Goodwill messaging – “A Fresh Start” and “Jobs”.***