



FOR IMMEDIATE RELEASE

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PRESS RELEASE

Goodwill Southern California Is THE Destination To Find The Ugliest Ugly Christmas Sweaters This Year

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Los Angeles, CA, December 5, 2017 – It is holiday time and what is on everyone’s to-do list to prepare for the holidays? Purchasing Ugly Christmas Sweaters! The calendar change to December now requires a stop by Goodwill Southern California (GSC) to pick up the once-dreaded, now fashionable sweaters to wear to the office or family holiday party!

No longer are holiday sweaters tucked in the back of a closet, never to see the light of day. Ugly Christmas Sweaters are now highly sought after items, akin to finding this year’s popular toy. And Goodwill Southern California stores are THE place to find the festive, fun, and sometimes just plain ugly holiday sweaters.

“Our stores collect holiday sweaters year round,” said Marla Eby, Director of Marketing & Community Relations for Goodwill Southern California. “Then we decorate them, adding ribbons, bows, and embellishments until they are at their gaudy best. Each sweater is truly one-of-a-kind.”

Goodwill Southern California encourages customers to shop early. “Customers snap up the sweaters as soon as we bring them out on the floor,” said Ray Tellez, Goodwill Southern California Vice President of Retail Operations. “They are so popular - we can’t keep them in stock!”

To add even more excitement to the Ugly Christmas Sweater hunt, Goodwill Southern California is holding its first Ugly Christmas Sweater Contest this year! To enter, shoppers can submit a photo wearing their favorite Ugly Christmas Sweater for a chance to win 2 tickets to Knott’s Merry Farm. The contest will run from November 29-midnight December 10. Enter by visiting <https://www.goodwillsocal.org/sweatercontest/>.

When customers purchase items, including Ugly Christmas Sweaters, at Goodwill Southern California they are also helping thousands of individuals with disabilities and disadvantages, in their community, secure jobs each year so with every purchase they transform lives.

Shoppers can find a Goodwill Southern California location by visiting our website locator at www.goodwillsocal.org. Follow us on Twitter: @GoodwillSoCal and find us on Facebook:

www.facebook.com/GoodwillSoCal

Media who wish to film at Goodwill Southern California's stores may contact Marla Eby, Director of Marketing & Media Relations, at meby@goodwillsocal.org.

About Goodwill Southern California

Transforming lives through the power of work, Goodwill Southern California (GSC) serves individuals with disabilities or other vocational challenges, as well as businesses, by providing education, training, work experience and job placement services. Each year, GSC prepares and places thousands of individuals into sustainable employment through programs and services offered at three campuses, Career Resource Centers, WorkSource Centers, Deaf, Youth and Veteran Employment Programs throughout Los Angeles (north of Rosecrans Ave.), Riverside and San Bernardino counties. GSC supports its mission with proceeds generated from 85 stores and 47 attended donation centers. GSC spends 95 percent of its budget on programs and services. Committed to caring for the earth, last year GSC diverted over 100 million pounds of reusable or recyclable goods from landfills. Goodwill is GOOD for Everyone!

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