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Media Contact:

Marla Eby, Director of Marketing & Media Relations
323-539-2104 or meby@goodwillsocal.org

GOODWILL SOUTHERN CALIFORNIA KICKS-OFF THE HALLOWEEN SHOPPING SEASON ON SEPTEMBER 1 WITH ITS HALLOWEEN BOO-TIQUES

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Los Angeles, CA, August 29, 2018– Goodwill Southern California (GSC) will officially kick-off its Halloween shopping season on Saturday, September 1 at each of its 82 retail stores. The retailer brings back its popular Halloween BOO-tiques, providing shoppers with EVERYTHING Halloween.

GSC's Halloween BOO-tiques have become known as one of Southern California's most popular one-stop shops for finding deeply discounted Halloween costumes and accessories. Featuring Halloween-inspired costumes and accessories as well as home decor, shopping at GSC's Halloween BOO-tiques has become an annual tradition among Southern California shoppers.

Shoppers can mix and match items to craft a unique Halloween look, so they won't bump into others with the same costume on the Trick or Treat trail. Personalized costumes that shoppers create at GSC are the opposite of cookie-cutter packaged costumes found at big box or party stores. With prices gentle on the pocketbook, shoppers can afford to buy a different costume for each party they plan to attend.

Ray Tellez, Vice President of Retail Operations for GSC, describes GSC's Halloween prep, "Each year our staff spends anywhere from three to five months preparing for Halloween," says Tellez. "Each of our retail stores creates their own special Halloween Boo-tique filled with both donated and new items."

GSC Halloween BOO-tiques will include a number of special features this year:

Halloween Masks

GSC will featuring a wide variety of ghoulish, garish and glamorous masks, including masquerade, steampunk, Day of the Dead, pirate and many more. Shoppers can pair a mask with a black cape and create an instant costume!

Halloween Pet Costumes

Pick up a costume for your furry friend at select Goodwill So Cal stores! A little devil, pumpkin and other cute costumes make Halloween fun for our pets.

Halloween Look Books

Shoppers in need of Halloween inspiration can ask to see our Halloween Costume Look Book. It's chock-full of costume ideas. The Look Book features a variety of costume ideas including Rosie the Riveter, Tourist, Mother Nature, Rocker, Steampunk, King of Disco and Day of the Dead Reveler.

Halloween Costume Consultants

Each GSC Halloween Boo-tique will feature Halloween Costume Consultants, available to help shoppers create one-of-a-kind costumes that won't break their budget.

Share The Costume Search On Social Media!

This year shoppers can include their social followers in their costume search! GSC has specially designed Halloween frames available in our stores so shoppers can try on a costume, take a photo and share it on social media with family and friends.

Halloween Costume Contest

Goodwill SoCal will host an online costume contest in October. Customers can submit photos through GSC's social media channels for a chance to win great prizes!

Spotify

Search and listen for Goodwill SoCal's Halloween playlist on Spotify. Just a few clicks and songs like Thriller, Ghostbusters, Monster Mash and more will put everyone in the Halloween spirit. Listen up and enjoy!

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

About Goodwill Southern California

Transforming lives through the power of work, Goodwill Southern California (GSC) serves individuals with disabilities or other vocational challenges 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 82 stores and 46 attended donation centers. GSC spends 95 percent of its budget on programs and services. Committed to caring for the earth, each year GSC diverts over 100 million pounds of reusable or recyclable goods from landfills. Goodwill is Good for Everyone!

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