



FOR IMMEDIATE RELEASE

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PRESS RELEASE

**UGLY CHRISTMAS SWEATERS NOW AN ANNUAL TRADITION AT GOODWILL
SOUTHERN CALIFORNIA STORES**

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Los Angeles, CA, December 1, 2016 – 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”.

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!”

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. Since the key each year is to find newer, even gaudier designs, shoppers can also donate their previous gently used Ugly Christmas Sweaters to Goodwill Southern California. Committed to caring for the earth, in 2015 GSC diverted 100 million pounds of reusable or recyclable goods from landfills.

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

To schedule filming at a Goodwill Southern California Retail Store, please contact Marla Eby, Director of Marketing & Community 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 81 stores and 46 attended donation centers. GSC spends 95 percent of its budget on programs and services. Committed to caring for the earth, in 2015 GSC diverted 100 million pounds of reusable or recyclable goods from landfills. Goodwill is GOOD for Everyone! For more information about Goodwill Southern California, please call (888) 4-GOODWILL or visit www.GoodwillSoCal.org.

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