



## **FOR IMMEDIATE RELEASE**

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### **GOODWILL SOUTHERN CALIFORNIA AND SHOPTHRILLING.COM PARTNER ON SPECIAL CLOTHING COLLECTION CURATED BY CELEBRITY STYLIST**

**Los Angeles, CA**, March 15, 2019 –Goodwill Southern California, the social enterprise and operator of thrift stores and donations centers, and [Thrilling](#), the new online marketplace for vintage and second hand clothing, have partnered to feature a special curated collection of Goodwill SoCal clothing at <http://www.shopthrilling.com/GoodwillSoCal>.

The new collection, named GOOD x Goodwill SoCal features women’s clothing specially selected by singer songwriter Janelle Monae's stylist Alexandra Mandelkorn.

While the majority of the clothing is drawn from Goodwill Southern California’s inventory, some celebrities have donated clothing from their closets as well, including: Mel B (Scary Spice from the Spice Girls), Tatyana Ali (actress and activist), Loni Love (the Real co-host), Sara Haines (Good Morning America co-host), Carole Radziwill (author and Real Housewives of NY former cast member).

The high fashion ShopThrilling.com e-commerce site is designed for vintage and thrift store shoppers who love unique looks but want the convenience of shopping online. “Our goal is to make second hand shopping more accessible, more popular, and more of a habit for more people,” said Shilla Kim-Parker, CEO of Thrilling.

Visitors to the site can both shop for unique fashion finds and help the environment through the reuse and recycling of clothing. Each year Goodwill Southern California saves over 100 million pounds of usable items from landfills.

A portion of the proceeds from the collection will help fund Goodwill Southern California's job placement and training programs for people with barriers to employment, including veterans, at-risk youth, individuals with disabilities, people formerly incarcerated and those experiencing homelessness.

"Today's shoppers want more than a retail purchase," said Patrick McClenahan, president and CEO of Goodwill Southern California. If you can shop, help others and also protect the environment it's a win for all."

Media who would like additional information or are interested in filming a segment on the partnership may contact Marla Eby, Goodwill Southern California's Director of Marketing at [meby@goodwillsocal.org](mailto:meby@goodwillsocal.org) or 323-539-2104 or Shilla Kim-Parker, CEO of Thrilling at [shilla@shopthrilling.com](mailto:shilla@shopthrilling.com).

### ***About Thrilling***

Thrilling puts your favorite vintage and secondhand clothing stores online, for the very first time. We have three core values: 1) Celebrate individuality and personality with one-of-a-kind fashion at great value 2) Support local organizations and businesses by helping them reach more people around the world 3) Promote a greener planet through the reuse of clothing - buying an item of clothing second hand reduces its waste impact by nearly 75%.

### ***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 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 over 80 stores and over 40 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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