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**FOR IMMEDIATE RELEASE**

**MEDIA ADVISORY**

**IKEA Burbank & Covina Stores Partner with Goodwill Southern California on Earth Day for ‘Furniture Take Back’**

*Activity is part of IKEA US ‘Sustainable Living Your Way’ events*

On April 22<sup>nd</sup> IKEA Burbank and IKEA Covina, in partnership with Goodwill Southern California, is hosting their first ‘furniture take back’ activity, where customers can donate their old furniture in exchange for an IKEA discount coupon. The event takes place across 41 (out of 43) IKEA US stores.

IKEA is the leader in life at home and is committed to being a good neighbor in the communities in which it operates. The furniture take back program is part of IKEA US ‘Sustainable Living Your Way’ events, a set of nationwide activities, which include fun, in-store games, sustainability workshops, and giveaways to help customers and families reduce their environmental footprint.

**WHAT:** Furniture take back program: IKEA and Goodwill are joining together for an easy and affordable way for families to donate their used furniture.

- Goodwill will be set up in the parking lot at local IKEA stores to assist with unloading donated items and provide tax receipts.
- Consumers who donate used furniture will receive a coupon for \$20 off a \$150 IKEA purchase. *Limit one coupon per household, valid 4/22/2017 – 5/21/2017.*

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**WHEN:** Saturday, April 22, 2017

IKEA Burbank: 9AM-2PM

IKEA Covina 9:30AM – 6PM

**WHERE:** IKEA Burbank

600 IKEA Way, Burbank, CA 91502

IKEA Covina

848 S. Barranca Ave., Covina, CA 91723

The IKEA Sustainable Living Your Way event will also feature a variety of in store activities, workshops and food offers. Visit <https://info.ikea-usa.com/Sustainable-Living-Your-Way> for more details.

### **About IKEA**

Since its 1943 founding in Sweden, IKEA has offered home furnishings of good design and function at low prices so the majority of people can afford them. There are currently more than 392 IKEA stores in 48 countries, including 43 in the U.S. IKEA has been included in rankings of “Best Companies to Work For” and, as further investment in its co-workers, has raised its own minimum wage twice in two years. IKEA incorporates sustainability into day-to-day business and supports initiatives that benefit children and the environment. For more information see [IKEA-USA.com](http://IKEA-USA.com) or [IKEA.com/us/en/store/Covina](http://IKEA.com/us/en/store/Covina) or [IKEA.com/us/en/store/burbank](http://IKEA.com/us/en/store/burbank) @IKEA\_Covina and @IKEA\_LA on Twitter, @IKEAUSA, @IKEAUSANews, or IKEAUSA on Facebook, Twitter, YouTube, Instagram and Pinterest.

### **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, last year GSC diverted over 100 million pounds of reusable or recyclable goods from landfills. Goodwill is GOOD for Everyone!

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