



FOR IMMEDIATE RELEASE

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PRESS RELEASE

UGLY CHRISTMAS SWEATER TREND HITS NEW HIGH AT GOODWILL SOUTHERN CALIFORNIA STORES

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Los Angeles, CA, December 10, 2015 – It is holiday time and what is on everyone’s gift list - perfect for parents, kids, grandparents, friends and co-workers? Ugly Christmas Sweaters! Yes, preparing for the holidays 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. These festive 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 Craig Stone, Goodwill Southern California Vice President of Retail Operations. “They are so popular - we can’t keep them in stock!” Goodwill Southern California stores are already seeing a 25% increase in holiday sweater sales in 2015 versus 2014.

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 every time they transform their look they transform lives.

To schedule filming at a Goodwill Southern California Retail Store, please contact Marla Eby at meby@goodwillsoocal.org.

About Goodwill Southern California

Transforming lives through the power of work, Goodwill Southern California (GSC) serves people 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 80 retail stores and 44 attended donation centers. Charity Navigator, an independent charity evaluator has awarded GSC its highest four-star ranking for 13 consecutive years; largely due to the fact GSC spends 93 percent of its budget on programs and services. Committed to caring for the earth, in 2014 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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