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PRESS RELEASE

**GOODWILL SOUTHERN CALIFORNIA AND LOS ANGELES LAKERS LAUNCH 2014
ANNUAL DO GOOD DAY ON FRIDAY, DECEMBER 12**

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Los Angeles, CA, December 12, 2014 – Goodwill Southern California (GSC) and the Los Angeles Lakers have teamed up to launch GSC's 2014 Do Good Day – today, Friday, December 12. Do Good Day is an annual campaign that encourages the public to spend one fun day to do good for the community, the planet and each other. Do Good deeds can be as simple as donating spare change, planting a tree or lending an ear to a friend. Do Gooders don't have to spend money or take a lot of time – and it feels good!

The campaign features the Los Angeles Lakers offering Do Good tips in commercials airing on CBS, NBC and Time Warner Cable channels, print and digital ads, in social media and on Goodwill Southern California's Do Good website page www.goodwillsoocal.org/do-good-day. The website offers 50 Do Good Tip ideas to get everyone started.

Participants are encouraged to share their Do Good deeds on social media via Goodwill's Facebook page www.facebook.com/GoodwillSoCal or Twitter - @GoodwillSoCal - to help inspire others and get the season of giving off to a GOOD start – and that's GOOD for everyone!

Do Good Day tips from the Los Angeles Lakers include:

Kobe Bryant

"Say 'thank you' to public servants like the police, firefighters, military members and veterans or teachers."

Jeremy Lin

"Keep Cali clean! Pick up a piece of trash and throw it away or recycle it."

Carlos Boozer

"Donate your old blankets and towels to an animal shelter. And yeah, I like puppies. You have a problem with that?"

Robert Sacre

"Commute with compassion. Let someone merge in front of you today."

Ronnie Price

“Walk or bike to work today. You’ll save gas and help the environment. And your body will thank you too.”

Wesley Johnson

“Write a thank-you letter to someone who has inspired or mentored you. Tell them specifically how they changed your life.”

Ed Davis

“Cook a delicious healthy meal for someone you love. And yeah, I CAN serve up more than a slam dunk”.

Jordan Clarkson

“Eat your Brussels sprouts without complaint. You’re welcome Moms.”

Ryan Kelly

“Just like I plant my feet before taking a 3-pointer, for Do Good Day, plant something green in your neighborhood and score one for Mother Nature.”

Byron Scott

“When you’re at the drive-through, pay for the person behind you in line or buy an extra meal to give to the homeless.”

For additional information on the Do Good Day campaign, visit www.thesocialpresskit.com/goodwillsocal/ or www.goodwillsocal.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 2013 GSC diverted 67.4 million pounds of reusable or recyclable goods from landfills. Goodwill is Good For Everyone! 888-4-GOODWILL www.GoodwillSoCal.org.*

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