



FOR IMMEDIATE RELEASE

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PRESS RELEASE

**GOODWILL SOUTHERN CALIFORNIA  
OPENS 78<sup>th</sup> RETAIL STORE - IN HAWTHORNE**

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Los Angeles, CA, January 28, 2014 - Goodwill Southern California (GSC) will celebrate the grand opening of their new retail store on Friday, January 31, in Hawthorne (13245 Hawthorne Blvd.). The official ribbon cutting ceremonies will commence at 8:45 a.m. and include local dignitaries, Goodwill Southern California staff and community members.

Customers are invited to shop a wide selection of everyday values, great fashion, and search for 200 free items throughout the store! There will be an opportunity for shoppers to enjoy drawings for prizes including a new flat screen TV, and for every \$50 spent they will receive a \$10 gift certificate good toward future purchases at Goodwill Southern California retail stores.

GSC's 78<sup>th</sup> store opening in Hawthorne brings employment opportunities to the community while ninety-four cents of every dollar generated from sales is dedicated to funding GSC's mission to prepare and place individuals with disabilities and other vocational challenges in sustainable employment.

GSC is Empowering Individuals through education, training, and offering access to employment opportunities; Advancing Businesses through recruitment services, secure shredding, document imaging, e-waste recycling, landscape, custodial, commissary, assembly and contract fulfillment services; Enriching Communities through partnerships, youth programs, donation drive fundraisers and a positive economic impact; and Caring for the Earth through re-purposing used goods and recycling efforts. That's Good for Everyone!

**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, seven Career Resource Centers, three WorkSource Centers, seven Youth and two Veteran Employment Programs throughout Los Angeles (north of Rosecrans Ave.), Riverside and San Bernardino counties. GSC supports its mission of "Transforming lives through the Power of Work" with proceeds generated from 78 retail stores and 44 attended donation centers. Charity Navigator, an independent charity evaluator has awarded GSC its highest four-star ranking for 12 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! For more information about Goodwill Southern California, please call (888) 4-GOODWILL or visit [www.GoodwillSoCal.org](http://www.GoodwillSoCal.org)

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