



FOR IMMEDIATE RELEASE

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**GOODWILL® AND A PEA IN THE POD® ANNOUNCE DONATION DEAL
FOR EXPECTANT MOTHERS**

Donate a pair of jeans and get 25 percent off a pair of new maternity jeans

Los Angeles, CA - February 15, 2017 - Moms-to-be can get their new jeans on with the help of Goodwill Southern California and A Pea in the Pod.

Goodwill, a leading nonprofit social enterprise, and A Pea in the Pod, the world's leading contemporary maternity retailer, are teaming up to offer a special "donate and get a discount" deal to expectant mothers in the Los Angeles area.

Donors are asked to bring in a pair of jeans and other clothing they no longer need to participating A Pea in the Pod stores, and they will get a 25 percent discount coupon that can be used that same day toward a new pair of maternity jeans.

Each pair of donated jeans will be given to Goodwill Southern California and sold in one of its 81 stores. The revenue from the sale of donated items helps fund Goodwill's local job placement, career counseling, skills building services, and other community-based programs, such as access to child care or transportation, creating a better future for people who desire self-sufficiency.

"Goodwill is thrilled to be teaming up with A Pea in the Pod to offer this great opportunity for expectant moms," said Patrick McClenahan, President and CEO of Goodwill Southern California. "This partnership gives moms-to-be a way to tidy up their wardrobes, donate to help people in their community find jobs and, at the same time, purchase fashionable clothes for the months ahead."

The donation partnership is built on a successful collaboration between A Pea in the Pod's parent company, Destination Maternity, and Goodwill, and now has expanded to 27 A Pea in the Pod stores. **The promotion runs from February 16 to March 9 at participating A Pea in the Pod locations across the country.** The offer is valid for one pair of jeans per visit.

About A Pea in the Pod

A Pea in the Pod® features a curated selection of extraordinary styles and exclusive designer labels for a mom-to-be. Our global boutique carries a fashion-forward assortment that never compromises style or quality. Welcome to 40 weeks of Chic.®

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, in 2015 GSC diverted 100 million pounds of reusable or recyclable goods from landfills. Goodwill is GOOD for Everyone!

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