

FOR IMMEDIATE RELEASE

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For Spring Cleaning, Give Someone in Your Community a Fresh Start
Goodwill of Southern Arizona launches spring-cleaning campaign to give job seekers new beginnings

March 19, 2015 (Southern Arizona) — Southern Arizona has been particularly lucky this winter. While some states have been buried in snow, our winter consisted of days we could wear shorts and flip flops! Before you know it, summer will arrive, strong and sunny. So before it gets too hot, schedule in your spring cleaning! This year, Goodwill of Southern Arizona is encouraging people to think of the spring-cleaning season as both a time to offer a fresh start to bygone belongings, and to help give individuals in need of work get a fresh start, too. By donating clothing and household goods to Goodwill®, the community can ensure their spring cleaning refuse gets diverted from landfills, and they can also help fund job training and placement programs for individuals right here in Southern Arizona.

Goodwill® of Southern Arizona uses the revenue from its retail store sales to fund and operate five youth and five adult programs for job seekers, including youth, seniors, veterans and military families, people with disabilities, and others with specialized needs. In 2014 alone, Goodwill® helped more than 10,000 people explore their career paths, train for jobs in diverse sectors such as technology and health care, and provided support services to help them land jobs and excel in their careers. Goodwill® also supports and serves over 530 employees in southern Arizona. In a most recent audit conducted by BeachFleischman PC, the largest locally-owned public accounting and consulting firm, Goodwill® of Southern Arizona spends 90 cents of every dollar on its mission.

With the economy finally showing some signs of life and perhaps heading for an upswing, it is essential that people in our own community who are out of work receive the training they need to succeed in the workplace. That is why Goodwill® of Southern Arizona is asking its friends and neighbors to donate when they finish spring cleaning. Donors will help the environment by giving those items a fresh start and help someone else get a fresh start in the workplace.

“Spring is traditionally the time of year for new beginnings,” said Goodwill spokesperson, Lorie Marrero, Certified Professional Organizer®, best-selling author of *The Clutter Diet* and contributing editor to *Woman’s Day Magazine*. “When you donate this spring, new beginnings come in threes. You get a fresh start for your de-cluttered house, your donated goods find a new home, and you help give a job seeker a fresh start of their own.”

To see exactly how much of a difference donations can make, visit <http://www.goodwillsouthernaz.org/donate/estimate-the-value-of-your-donation> and calculate its



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impact this spring. Then visit www.goodwillsouthernaz.org/donate to find the nearest donation center.

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*Since 1969, **Goodwill® Industries of Southern Arizona** has provided training, services, and jobs for people with barriers to employment. Goodwill® currently operates five adult and five youth programs serving low-income, at-risk and adjudicated youth; veterans; young adult ex-offenders; low income, unemployed and underemployed adults; and low-income seniors. Goodwill accomplishes its mission with the help of the community through the sale of their generously donated items at our retail stores. Find out more at www.GoodwillSouthernAZ.org.*



Goodwill's 7 Days of Spring Cleaning Regimen

#7DAYSOFSRINGCLEANING

DAY 1

CLEAR YOUR CLOSET CLUTTER

If you haven't worn those jeans, jerseys or jeggings lately, chances are you won't. Seize the opportunity to clean out your closet and donate to Goodwill!



 **DONATE STUFF. CREATE JOBS.**

#7DAYSOFSRINGCLEANING

DAY 2

TACKLE THE KITCHEN

Just 20 minutes spent going through your cabinets can make a world of difference for people in your neighborhood.



 **DONATE STUFF. CREATE JOBS.**

#7DAYSOFSRINGCLEANING

DAY 3

SPREAD HOLIDAY CHEER

Are you holding on to boxes of holiday decorations? Spread cheer by donating your holiday ornaments, Halloween decorations and more to Goodwill!



 **DONATE STUFF. CREATE JOBS.**

#7DAYSOFSRINGCLEANING

DAY 4

DOWNSIZE YOUR TOYS

Not sure what to do with your used laptop, flip phone, tablet, I.O and other electronics? Put your clutter to good use by donating to Goodwill! today.



 **DONATE STUFF. CREATE JOBS.**

#7DAYSOFSRINGCLEANING

DAY 5

CLEAR YOUR OFFICE

Are you really going to use those pencils and extra erasers? No? Put them to good use. Clear your desk and give your neighbors a fresh start by donating to Goodwill! today.



 **DONATE STUFF. CREATE JOBS.**

#7DAYSOFSRINGCLEANING

DAY 6

PROVIDE QUALITY ENTERTAINMENT

Is your house overflowing with unused movies and video games? Pass along the entertainment by donating to Goodwill! today.



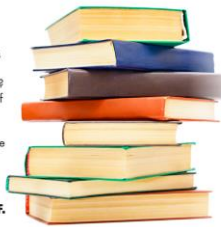
 **DONATE STUFF. CREATE JOBS.**

#7DAYSOFSRINGCLEANING

DAY 7

DOWNSIZE YOUR BOOKSHELF

Have your textbooks and paperbacks been collecting dust? Clear your bookshelf or wherever you stash your reading materials and donate to Goodwill! today.



 **DONATE STUFF. CREATE JOBS.**