



Press Release

Contact: Susan Barba
Retail Operations Assistant

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Phone: 203-777-2000 x230
Email: sbarba@esginh.org

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Goodwill Encourages Small Steps to Protect the Planet this Earth Day

North Haven, CT, April 12, 2012 – The abundance of advice on sustainable living has left many consumers overwhelmed and wondering if their green efforts even make a difference. Goodwill Industries, a pioneer of the reduce-reuse-repurpose philosophy, wants the public to know that simple acts, like donating gently used clothing and household items to Goodwill, can have lasting impact on the planet.

“April 22 is Earth Day, and it provides the perfect opportunity for individuals to commit to one new green practice that can make a difference. Small acts add up to big change when you harness the power of millions who care about our planet,” said H. Richard Borer, Jr., President of Easter Seals Goodwill Industries.

Through the sale of donations, Goodwill diverts billions of pounds of usable goods from landfills annually. Revenues from the sale of these goods at Goodwill stores fund programs that put people to work, including people with disabilities, those who lack education or job experience, and others facing challenges to finding employment. And, like donors, shoppers play a key role in the process. When people find bargains in their local Goodwill stores, they not only save money, but they also extend the lifespan of items that would otherwise be discarded.

To show individuals how their donations make a difference, Goodwill developed the patent-pending Donation Impact Calculator at <http://donate.goodwill.org>. The calculator translates the value of donations into job training programs, employment placement services and other vital programs that benefit local communities. For example, the donation of one working computer translates into 5.8 hours of a job search class. In 2011, more than 100,000 people saw the impact their donations made through 288,000 calculations on the site.



Easter Seals Goodwill Industries

...to enhance employment, educational, social and recreational opportunities for people with disabilities and other challenges

“For more than a century, Goodwill has linked protecting the environment to helping people earn paychecks, support their families and strengthen their communities,” said Borer. “Each individual shopper and donor is an important partner in what we do.”

About Easter Seals Goodwill Industries: Easter Seals Goodwill Industries is a progressive, community-based organization committed to its mission to enhance employment, educational, social and recreational opportunities for people with disabilities and other challenges in the greater New Haven area.

About Easter Seals Goodwill Industries’ Retail Division: Easter Seals Goodwill Industries owns and operates 11 secondhand retail stores and one outlet throughout south-central and eastern Connecticut. All proceeds from store sales directly support the mission of Easter Seals Goodwill Industries. The stores also provide Employment to Easter Seals Goodwill Industries’ clients with disabilities and other special needs.

