



Easter Seals Goodwill Industries

...to enhance employment opportunities and the quality of life for people with disabilities and other special needs

Press Release

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FOR IMMEDIATE RELEASE

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EASTER SEALS GOODWILL INDUSTRIES TO OPEN DONATION CENTER IN CROMWELL AND CELEBRATES DONATE MOVEMENT ONE-YEAR ANNIVERSARY

NEW HAVEN, JULY 5, 2011 - Easter Seals Goodwill Industries will be opening its fifth Attended Donation Center in the River Centre Plaza, located at 77 Berlin Road in Cromwell, CT. The opening of this Donation Center coincides with the one-year anniversary of the Goodwill Donate Movement, launched in June 2010.

The Donate Movement raises awareness about the importance of donating gently used items and the positive impact those items can have on both people and the planet. In just one year, the global initiative has increased donations to Goodwill and spurred numerous partnerships with leading corporate brands, such as Hanes and Gap.

"The Donate Movement encourages consumers to make careful choices about the gently used items they no longer need," said Jim Gibbons, president and CEO of Goodwill Industries International. "Every item donated to Goodwill equals money spent on job skills training,



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education and other vital services offered to our communities. And every donation means that fewer items will end up in landfills."

The Opening of the Cromwell Donation Center is especially important in this time when everyone really needs to be green and think about donating their gently used items instead of just throwing them away. Come and show your support for Goodwill and the Donate Movement at the grand opening of the Cromwell Donation Center on July 7, 2011. You can donate all your gently used clothing, housewares, accessories, furniture and more, and leave with the knowledge that your donation is going to not only help the environment, but also help someone with challenges in their lives to improve their quality of life.

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.

