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FOR IMMEDIATE RELEASE

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Goodwill Announces Grand Opening in Fairfield

OAKLAND, Calif. – Goodwill Industries of the Greater East Bay is celebrating the Grand Opening of their new retail store in Fairfield, California. A ribbon-cutting ceremony will take place on Thursday, September 27th at 11:30 a.m. at 1819 North Texas Street in Fairfield. Goodwill invites community members to join them in dedicating the new store.

“Goodwill has redesigned our stores to highlight our mission in the community so that consumers can see the connection between their donations and shopping and our community service programs. Our new Fairfield Retail Store is the third store to undergo a transformation, following the opening of new stores in Pittsburg and North Oakland in the last nine months,” said John B. Latchford, Goodwill’s President & CEO. “We want people to realize that when they shop at a Goodwill store, they not only are able to save money and perhaps even find some hidden treasures, but they are actually helping give back to their own communities.”

In addition to promoting the Goodwill mission, the new retail design ensures that customers can shop in a modern retail environment and that Goodwill job training participants work at a site comparable to industry retail stores to help them develop the skills they need to succeed in today’s job market. Goodwill’s retail stores support our workforce development community services, ensuring that more than 4,500 individuals and families receive the training and support needed to overcome challenges to obtaining and sustaining employment every year. As part of our programs, we provide hands-on, paid job training to more than 1,000 individuals at our 25 retail stores, three plants, and 21 donation sites annually. Our Fairfield Goodwill Store will provide training to at least 20 individuals from the community in the next year. Those receiving hands-on training also enroll in our job readiness and search classes and receive one-on-one assistance in finding jobs.

Local community leaders and policymakers will be helping Goodwill dedicate the new store at the ribbon-cutting ceremony at 11:30 am on Thursday, September 27th. Doors will open at 12:00 pm after the ceremony. Grand-opening events,

including raffles and prizes, will take place for four days, from Thursday, September 27th through Sunday, September 30th. During the four-day event, the store will host hourly raffle drawings, door crashing specials three times each day, and a grand prize drawing once per day. In addition, new merchandise will be displayed each day.

Goodwill Industries of the Greater East Bay operates 25 stores, and the proceeds from the resale of donated items support Goodwill's workforce development programs to help those facing barriers to employment, such as limited education and language skills, history of incarceration, lack of work experience, and disabilities. Goodwill provides hands-on job training in our stores and facilities, along with our job readiness and life skills training free-of-charge to community members in need. For more information about Goodwill Industries of the Greater East Bay and how you can help, please contact Kimberly Scrafano, Senior Director of Community and Fund Development, at (510) 698-7223.