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**FOR IMMEDIATE RELEASE**

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## **Goodwill Featured on New Discovery Channel**

**OAKLAND, Calif.** – Goodwill Industries of the Greater East Bay is excited to announce that the agency is featured on a segment of “G Word,” a new series debuting on Planet Green, Discovery Channel’s newest channel. The episode “Make it Rain” is scheduled to play on September 4<sup>th</sup> & 5<sup>th</sup>. Please check your local listings for times.

“Our involvement in the ‘G Word’ series is exciting for Goodwill Industries of the Greater East Bay,” said John B. Latchford, President & CEO. “We are working aggressively to increase our landfill diversion rates through recycling and resource recovery programs and are honored to showcase one of these efforts on the show. Our inclusion on recycling of clothing speaks not only to our work, but to the work Goodwill does nationally.”

Watch “Make It Rain” to see how Goodwill is taking the lead in ensuring that clothing is not sent to landfill. The segment illuminates the difference Goodwill makes with our textile recycling program as compared to the practices of other thrift stores. Moreover, the episode follows these textiles to shows how one recycler processes the clothing to be used as insulating material for car doors.

Goodwill Industries of the Greater East Bay operates 24 retail stores. The proceeds from the resale of donated items support Goodwill’s workforce development programs to help those facing barriers to employment, such as homelessness, 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, its many recycling and reuse programs, its programs to serve the community or just how you can help, please contact Kimberly Scrafano, Senior Director of Community and Fund Development, at (510) 698-7223.