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FOR IMMEDIATE RELEASE

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Goodwill Celebrates Grand Opening in Oakland

OAKLAND, Calif. – Goodwill Industries of the Greater East Bay announces the Grand Opening of their retail store in Oakland, California. This event is an unveiling of Goodwill’s new “retail look,” which incorporates the organization’s mission into the store design. The new design has been under development for the last two years, and the North Oakland Store is the first site to undergo this transformation. A ribbon-cutting ceremony will take place on Thursday, August 2nd at 8:30 a.m. at 6624 San Pablo Avenue (between Ashby & Alcatraz) in North Oakland. Goodwill invites community members to join them in dedicating the new store.

“Goodwill is committed to designing our stores so that our customers can shop in a modern retail environment and that our job training participants receive the training they need at a site comparable to industry retail stores to help them develop the skills they need to succeed in today’s job market. We also recognize that the San Pablo Avenue corridor is undergoing significant economic development, and we want to ensure that our retail store reflects the commitment by business, government, and other community-based organizations to this North Oakland neighborhood,” said John B. Latchford, Goodwill’s President and CEO.

Goodwill’s retail stores support our workforce development community services, ensuring that more than 4,500 individuals and families receive the training and support they need to overcome their 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. This North Oakland Goodwill Store will provide training to at least 20 individuals 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.

“Often when community members donate goods and shop at our stores, they see the benefit they are receiving – ensuring that their goods are reused and recycled instead of going to landfill and that they can get bargains at our stores. What many do not realize is that when they donate and shop at Goodwill, they are

helping put people to work. With our new mission-oriented store design, with the incorporation of images of our program participants and our mission, we are hoping to educate the public more about the stories behind our stores – what Goodwill is really about,” added Latchford.

Local community leaders and policymakers will be helping Goodwill dedicate the new stores at the ribbon-cutting ceremony at 8:30 am on Thursday, August 2nd. The doors will open at 9:00 am following the ceremony. Grand-opening events, including raffles and prizes, will take place for four days, from Thursday, August 2nd through Sunday, August 5th. 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 in the tri-county area, 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.