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**FOR IMMEDIATE RELEASE**

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## **Goodwill Opens their First Retail Store in Fremont**

**OAKLAND, Calif.** – Goodwill Industries of the Greater East Bay is opening its newest store in Fremont, California at 4025 Mowry Avenue (corner of Fremont Blvd. and Mowry Ave.). An official ribbon-cutting ceremony will take place on Friday, May 14th at 9:00 am with representation from the City of Fremont and the Office of Senator Ellen Corbett. Community celebrations take place after the ribbon-cutting through Saturday, May 15<sup>th</sup>, with give-aways, including free eco-bags to the first 250 shoppers each day and drawings for iPods.

“We are very excited about our new store,” said John B. Latchford, Goodwill’s President & CEO. “This is the first time in our 91 years of service in the East Bay that Goodwill will have a store in Fremont. We welcome residents to stop by, not only to see our new store, but also to learn about how we use the funds we generate to provide much-needed job training and placement services to local community members.”

The new Goodwill Store & Donation Center in Fremont is the 26th retail location for Goodwill Industries of the Greater East Bay, which serves Alameda, Contra Costa, and Solano Counties. The Goodwill Store in Fremont features Goodwill’s updated retail design created by Shah Kawasaki Architects of Oakland, California. The new design not only creates a pleasant shopping experience for customers, but also communicates Goodwill’s mission to the public and provides a modern job training facility for those receiving hands-on paid job training at our locations. As with all of Goodwill’s funds, for every \$1 generated by the agency in the Fremont community, 91 cents will go directly into job training, placement, and support service programs.

“Our Fremont Store is Goodwill’s third new location in 2010, as we opened new stores in Brentwood and Vallejo earlier this year. Given the business and economic challenges that the City of Fremont has witnessed in the last year, especially in light of the closing of the NUMMI Plant, we believe our new store provides some much-needed services for the community,” added Latchford. “With unemployment continuing to rise, Goodwill anticipates playing a vital role in helping those in need right here.”

Goodwill Industries of the Greater East Bay is a non-profit agency providing job training, employment experience and life skills, enabling disadvantaged and disabled individuals to achieve self-sufficiency. The agency achieves this through financially sound community-based businesses that provide vital vocational services to the community. During 2009, Goodwill served 3,123 individuals and families in the East Bay and placed more than 500 people into competitive jobs, an increase of more than 36 percent over 2008. Goodwill anticipates serving even more people in 2010, as the community continues to be affected by the declining economy and rising unemployment rate. For more information about Goodwill Industries and how you can help, please contact Kimberly Scrafano, Vice President of Development & Community Affairs, at (510) 698-7223.

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