



FOR IMMEDIATE RELEASE
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GOODWILL INDUSTRIES OF NEW MEXICO LAUNCHES 'DONATE MOVEMENT' TO HELP CONSUMERS REDUCE WASTE AND IMPROVE COMMUNITIES

*Local Provider of Workforce Development Services Hopes the "D" Icon on
Donatable Items Becomes a Universal Symbol*

(ALBUQUERQUE, N.M.) — Goodwill Industries of New Mexico has launched a new local public awareness movement to emphasize the positive impact that donating clothing and other household goods to Goodwill can have on our communities and the environment. Through the "Donate Movement", Goodwill is challenging people to rid their closets and homes of unwanted items and put them to good use by donating them.

Funded primarily by sales of donated items at its ten retail stores throughout New Mexico, Goodwill provides job training programs, employment placement services and other community-based services to people who lack education or job experience, people with disabilities and others facing many other kinds of challenges to finding employment.

In 2009, over 300,000 New Mexicans donated items to Goodwill Industries of New Mexico, while 67 million donors gave items to Goodwill nationally. These donors helped Goodwill agencies provide critical services to 9,506 New Mexicans and nearly 2 million people nationally.

ABOUT THE DONATE MOVEMENT

As part of this program, Goodwill Industries International has also unveiled a new “D” donation icon with the hope that it will become a universally recognized symbol stamped on donatable items in the same way that the recycling symbol has:



Businesses have partnered with Goodwill to show their support of the “Donate Movement” and impact positive social change and environmental sustainability in communities everywhere. For example, Goodwill International is launching the “Donate Movement” with partner and leading consumer brand, Levi Strauss & Co. They are including a “Donate to Goodwill” message and “Donate Movement” logo on the product care tags for their Levi’s-brand blue jeans and other clothing.

Over the coming months, Goodwill Industries of New Mexico will be developing local partnerships for its D Movement campaign.

As an environmental pioneer for more than 105 years, Goodwill hopes that this movement will encourage people to reduce, reuse and repurpose items they no longer need.

“When you donate the items you no longer need to Goodwill, you are helping someone find a job, strengthening your community and preserving the planet,” said Goodwill Industries of New Mexico President/CEO Mary Best. “Your donations also help the environment by allowing other people to repurpose the items so they can be diverted from landfills.”

“Donations are the lifeblood of Goodwill’s mission and, at a time when Goodwill’s services are in great demand, it is crucial that we grow our mission by increasing donations,” Best added.

HOW TO DONATE

Items that can be donated can include clothing, housewares, books, computers and computer accessories, collectibles, musical instruments, toys and games, CDs and DVDs, and most types of electronics. Cash donations are also accepted. Goodwill cannot accept some items, including mattresses and box springs, food, household chemicals, auto parts or fluids, soiled clothing or furniture, used building materials or bathroom fixtures, household appliances or firearms.

Anyone wishing to donate items to Goodwill of New Mexico can do so at our four locations in Albuquerque, as well as our locations in Clovis, Farmington, Gallup, Rio Rancho, Roswell and Santa Fe. Goodwill cannot pick up items. Information on locations and hours is available online at goodwillnm.org or by calling toll-free 866-376-0182.

ABOUT GOODWILL INDUSTRIES OF NEW MEXICO

Founded in 1941, Goodwill Industries of New Mexico serves thousands of New Mexicans facing barriers to employment such as learning disabilities, physical challenges, developmental disabilities, homelessness, extended absence from the workforce, felony history, substance abuse, domestic violence, lack of work history, transportation issues and childcare issues, among others.

We provide a wide array of programs and services to individuals in the community which help them become independent and find dignity through the power of work.

Programs and services are funded by generous donations of clothes and other household items by the public, which are sold through ten retail stores across New Mexico and online. Eighty-seven cents of every dollar earned from donations go directly to Goodwill’s programs.

For more information about Goodwill Industries of New Mexico or to shop online, visit goodwillnm.org.

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