



FOR IMMEDIATE RELEASE
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GAP PARTNERS WITH GOODWILL INDUSTRIES OF NEW MEXICO FOR DONATION DRIVE

***Gap Invites Customers to 'Let it Go' and Donate Clothing to Help
Support Job Training Programs and Get Rewarded with 30% off
Summer Shopping***

Who: Goodwill Industries of New Mexico and Gap

What: The "Let it Go" clothing donation drive at Albuquerque and Santa Fe Gap stores benefiting Goodwill Industries of New Mexico

When: May 19 – 29, 2011

Where: Gap stores at Coronado Center and Cottonwood Mall in Albuquerque, and at Santa Fe Place in Santa Fe

ALBUQUERQUE, N.M. – Gap and Goodwill Industries of New Mexico have announced a partnership encouraging consumers to clean out their closets for a cause May 19 - 29, as Gap stores in Albuquerque and Santa Fe will accept clothing donations in support of Goodwill.

When consumers donate clothing to Gap stores May 19 - 29, their donations will be given to Goodwill Industries of New Mexico and then sold by Goodwill to benefit their programs. To thank customers for their generous donations, Gap will give donors 30 percent off their entire Gap purchase, including regularly priced and sale items.

Donations to Goodwill Industries of New Mexico support the organization's mission of providing skill development, work opportunities and career-building services to people with barriers to employment. Goodwill Industries of New Mexico applies eighty-seven cents of every dollar earned from donations directly to programs offered free of charge for those who are in need of them.

The "Let it Go" donation drive is being held in recognition of Goodwill's "Donate Movement", a national awareness campaign started by Goodwill Industries International to educate the public on the positive impacts donations can have on both people and the planet. In addition to helping people in our community, donating to Goodwill has a positive impact on the planet, extending the life of usable items in environmentally sound ways and diverting items from local landfills.

"As a company, we invest in career exploration and job readiness for youth, and thousands of our employees volunteer to help young people prepare for the workforce. Giving our customers and employees opportunities to donate clothing in support of Goodwill's job training programs is a great fit with our community efforts," said Bobbi Silten, head of global responsibility and president of Gap Foundation.

"Through this collaboration, Goodwill aims to increase awareness of donations by raising Gap consumers' awareness of the power their donated goods can have in strengthening our communities," said Ryan Stark, marketing manager for Goodwill Industries of New Mexico. "When you donate to Goodwill, you enable a person to receive vital skills training, succeed at work or in finding a job, find a mentor, get help with a traumatic brain injury, and much more. We are very grateful to Gap for helping us call attention to our local programs around New Mexico."

ABOUT GAP INC.

Gap Inc. is a leading global specialty retailer offering clothing, accessories, and personal care products for men, women, children, and babies under the Gap, Banana

Republic, Old Navy, Piperlime, and Athleta brands. Fiscal year 2010 net sales were \$14.7 billion. Gap Inc. products are available for purchase in over 90 countries worldwide through about 3,100 company-operated stores, about 175 franchise stores, and e-commerce sites. For more information, please visit www.gapinc.com/socialresponsibility.

ABOUT GOODWILL INDUSTRIES OF NEW MEXICO

Founded in 1941, Goodwill Industries of New Mexico is an independently governed affiliate of Goodwill Industries International and 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.

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.

Goodwill Industries of New Mexico is online at goodwillit.org and on Facebook at facebook.com/goodwillnm.

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