



**For Immediate Release:**

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## Goodwill Industries of New Mexico Receives Recycling Award

Goodwill Industries of New Mexico is a 2010 recipient of a New Mexico Recycling Achievement Award, which will be presented at a New Mexico Recycling Coalition conference on June 22-23 at the Albuquerque Convention Center. The award is presented in the “Reuse Program of the Year” category.

The statewide Recycling Achievement Awards recognize individuals, businesses, municipalities and educational facilities for their outstanding work to promote recycling and composting throughout New Mexico. Awardees are recognized every other year at the New Mexico Recycling Conference.

PNM nominated Goodwill for this award, citing its donation partnership with Goodwill. Beginning in spring 2009, PNM began donating old furniture and office materials to Goodwill for sale or recycle.

At the national level, Goodwill Industries is proud to be among the top recyclers in America. Here in New Mexico, Goodwill Industries of New Mexico saves tons of materials from the landfill every year by giving them a new lease on life first through its retail stores and secondary markets, and then through local and regional recyclers.

In 2008, Goodwill committed to increasing its recycling capacity by adding a full time logistics director who streamlined and expanded recycling processes: Goodwill’s in-house salvage process was reorganized, a new industrial scale to weigh recyclables was purchased and the number of local and regional recycling partners was increased from two to 15.

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The following year, Goodwill launched its highly successful Re-Connect partnership with Dell to recycle used computer equipment and accessories free of charge to the public. In just six months of operation, the program recycled over 120 tons of equipment, keeping them out of landfills. Today that total has grown to 347 tons.

In addition, Goodwill unveiled a new statewide, multimedia marketing campaign to promote recycling. The campaign centers on the prefix “re-” to illustrate how Goodwill reclaims lives, recycles goods and restores hope through its myriad workforce development programs.

**In 2009 alone, Goodwill processed over 3,570 tons of salvage, including 206 tons of computer equipment and 3,364 tons of clothing, shoes, books, metal, stuffed animals, and more.**

**Goodwill Industries of New Mexico was founded in 1941 with the mission to provide skill development, work opportunities and career-building services to people with barriers to employment.** Goodwill defines barriers as learning disabilities, physical challenges, developmental disabilities, homeless or near homeless, extended absence from the workforce, felony history, substance abuse, domestic violence, lack of work history, transportation issues and childcare issues to name a few. Goodwill provides 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, which are sold in ten retail stores, a clearance corner and online at [www.shopgoodwill.com](http://www.shopgoodwill.com).

In 2009, GINM served 9,500 New Mexicans and placed 679 in competitive, community-based employment in Albuquerque, Rio Rancho, Santa Fe, Gallup, Roswell, Clovis and Farmington.

For more information about Goodwill and its programs, call 881-6401 or visit [www.goodwillnm.org](http://www.goodwillnm.org).

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