



For Immediate Release:

For more information or to schedule interviews:

Shauna O’Cleireachain, Director of Business  
Goodwill Industries of New Mexico  
505-881-6401x 1819 / [socleireachain@goodwillnm.org](mailto:socleireachain@goodwillnm.org)

Lisa Abeyta, President and Founder  
APPCityLife, Inc.  
505-897-8332 / [appcitylife@me.com](mailto:appcitylife@me.com)

Photos available upon request

## **Goodwill Industries of New Mexico and APPCityLife, Inc. Team Up for Community Outreach on iPhone**

Goodwill Industries of New Mexico is teaming up with local iPhone app city guide publisher, APPCityLife, Inc., to offer community outreach on today’s hottest platform - the mobile smart phone. “By moving into the smart phone arena, Goodwill is able to engage our local community in a way that is unique for a non-profit organization,” says Shauna O’Cleireachain, Director of Business for Goodwill Industries of New Mexico. “Through this platform we can educate the community about the programs and services we provide, and illustrate how Goodwill recycles goods, reclaims lives and restores hope for thousands of New Mexicans each year.”

“Our free iPhone app city guide has always been first and foremost about being an integral part of our community, and so we are very excited to have Goodwill as the sponsor of our community marketplace,” says Lisa Abeyta, President and Founder of APPCityLife, Inc. “We already partner locally with major players in the business and travel industry to provide quality content

MORE

for local users, and adding a way for non-profits to reach out to the community in meaningful ways makes us very proud of what we're able to do within the iPhone app industry.”

**APPCityLife, which launched earlier this year, is a free iPhone app city guide which provides fingertip access to information about living, working and playing within a community.** Albuquerque, New Mexico, is the premiere city in the app. The company has recently partnered with the Greater Albuquerque Chamber of Commerce to provide very affordable mobile marketing to local businesses, and through the new partnership with Goodwill Industries, the iPhone app will now be able to provide free listings to local residents within the iPhone app's Community Marketplace for such things as yard sales, homes for sale, and open houses. The iPhone app is accessible for free download through iTunes on the iPhone, iPod Touch and iPad.

**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).

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

###