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GOODWILL CELEBRATES MILESTONE WITH 30TH STORE AND SHOPPING SPREE FOR CUSTOMERS

New north Phoenix store will host shopping spree and weekend long grand opening festivities

PHOENIX, Ariz. (July 11, 2006) – It's all up for grabs. From furniture to designer clothing, electronics and more – three lucky Goodwill customers will race against the clock to fill their carts to the brim during a shopping spree hosted by Goodwill, in honor of the retailer's 30th store grand opening in Central Arizona.

Located at 710 E. Union Hills Drive on the northeast corner of Union Hills and 7th St., Goodwill's 30th store will open its doors on Friday, August 4, 2006 at 9 a.m. The first 100 customers lined up to walk through the doors of the new store will automatically be entered into a drawing to win a shopping spree the next day. In addition to the shopping spree and in recognition of the 30th store, Goodwill will surprise customers with free merchandise sure to please patrons throughout opening day.

The fun continues on Saturday, August 5th when the 100 qualified shopping spree participants return in hopes of being one of the lucky three picked for the spree. At 10:30 a.m., returning participants will receive a coupon for 30-percent off all merchandise in the store good for redemption the week of August 7, 2006. Just before 11 a.m., three names will be drawn and the three participants will take their marks to race against the clock. A ceremonial blast from a horn at 11 a.m. will signify the beginning of the shopping spree. Clearing the floor of patrons, Goodwill staff and in-store customers will cheer on the participants as they fill their shopping carts with anything in the store including gently used and new designer apparel, electronics, jewelry, furniture, collectibles and more. And, it's all free if the participants cross the finish line within three minutes.

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2-2-2-Goodwill Shopping Spree/30th Store Opening.

“Celebrating the grand opening of our 30th store in Central Arizona validates our continuous efforts to remain the number one thrift retailer in the Valley,” said Tim O’Neal, vice president of retail operations for Goodwill of Central Arizona. “In addition to terrific finds and fun festivities, our customers tell us they enjoy knowing that their spending is furthering Goodwill’s mission to serve our community, since all retail proceeds support public programs Valley wide.”

The new north Phoenix store embraces Goodwill’s updated and improved look. Sleek, modern and expansive, the 38,000 square-foot store features a gourmet coffee bar and lounge area and a children’s play area complete with computer and video games. With more than 7,000 new items added to the sales floor daily, customers can find top-brand items at bargain prices for the entire family. In addition to finding great deals, Goodwill customers help support the organization’s mission: to create hope, jobs and futures for people with barriers to employment by providing job skills training and placement services.

Regular store hours for Goodwill’s 30th store in North Phoenix are 9 a.m. to 9 p.m. Monday through Saturday; 10 a.m. to 6 p.m. on Sunday. As with all other locations, the new store also accepts tax-deductible donations of clothing, shoes, bedding items, housewares, electronics, toys and accessories.

Goodwill of Central Arizona is one of the oldest and largest non-profit agencies in Arizona and is a nationally recognized leader in empowering people to achieve their highest level of personal and economic independence. Their philosophy is simple: provide an environment for people to believe they can succeed, achieve goals, develop skills and change the barriers they face every day. For more information on Goodwill of Central Arizona visit www.goodwillaz.org.

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