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*For Immediate Release*

## **Goodwill Gets Valley Organized With Grand Opening of 33<sup>rd</sup> Retail Store in Central Arizona**

**PHOENIX, Ariz. (February 7, 2007)** – Spring is in the air and Goodwill of Central Arizona is helping Valley residents fulfill spring cleaning missions with the grand opening of its newest retail store located at 6750 W. Peoria Avenue, on the northwest corner of 67<sup>th</sup> Avenue and Peoria. The modern store, reflecting Goodwill's new look, opens to the public on Friday, March 2, with grand opening festivities continuing through Sunday, March 4.

In an effort to help Goodwill customers get organized this spring, Goodwill is encouraging early spring cleaning of closets and will offer tutorials and organization demonstrations as part of the grand opening celebration. Goodwill will teach customers quick, easy techniques for organizing closets and kids' rooms. Demonstration examples are provided by The National Association of Professional Organizers, and include the following:

- **Bedroom closets:**
  - Group similar items (shirts, pants, dresses) and pull out and donate to Goodwill items not worn in the last year (shoes, suits, etc.)
  - Store seasonal or intermittently-used in containers under beds, on top of shelves or in drawers
  - Install good light - the closet should be bright and inviting

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## *2-2-2- Goodwill New Store/Spring Cleaning*

- **Children’s Play area:**

- Place bins and boxes on lower shelves so children can put away toys
- Label boxes and bins
- Donate unused children’s items to Goodwill to reduce clutter

Goodwill encourages residents to donate unwanted items to any of the 34 Goodwill retail locations in the Valley. As part of its mission, all proceeds from retail sales benefit programs in local communities, providing job training and career services to youth and adults with disabilities or other barriers to employment. Customers donating items during the Peoria grand opening will receive a \$5 off coupon good toward their next Goodwill purchase and be entered into a drawing for a \$200 VISA bucks card.

“Spring cleaning is a great way to donate unused items and make room in your closet for new treasures,” said Tim O’Neal, vice president of Retail Operations. “Instead of a chore, look at it as an easy, fun way to participate in community service.”

In addition to the demonstrations, families will enjoy face painting for kids, a balloon drop (prizes inside), and free prizes by spinning the gift wheel. The new 21,000 square-foot store features a gourmet coffee bar and lounge and a children’s play area complete with computer and arcade games. Seven to ten thousand new items will be placed on the sales floor daily, including new and gently used designer clothing, jewelry, furniture, electronics housewares, toys and more.

Regular store hours for the new Peoria location are 9 a.m. to 9 p.m. Monday through Saturday; 10 a.m. to 5 p.m. on Sunday. Tax-deductible donations are now being accepted at the new Peoria store from 9 a.m. to 5 p.m.,

Goodwill of Central Arizona is one of the oldest and largest non-profit agencies in Arizona. Our mission is to “Put People to Work” throughout Arizona by providing job training and career services to those with vocational barriers that can include physical and emotional disadvantages, welfare dependency, illiteracy and age. For more information on Goodwill of Central Arizona visit [www.goodwillaz.org](http://www.goodwillaz.org).

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