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**GOODWILL CELEBRATES PHOENIX STORE OPENING
WITH CASH GIVEAWAY**

“Cash Cube” gives shoppers chance to grab up to \$5,000 in bills as part of the weekend long grand-opening festivities

PHOENIX, Ariz. (September 12, 2006) – Interested in making a quick buck? Goodwill is the place. Residents can win up to \$5,000 in cash by visiting the new, modern Goodwill store when it opens its doors for the first time at 9 a.m. on September 29, 2006. Located at 1806 W. Bell Road in Phoenix (northeast corner of 19th avenue and Bell Road), a Goodwill representative will draw the names of ten lucky Goodwill shoppers on September 30 to compete for the cash as it swirls in a “cash cube” the next day.

Between the hours of 9 a.m. and 1 p.m. on Friday, September 29, shoppers will receive a “Goodwill Buck” entering them into a drawing the following day for a chance to step inside the “cash cube” and grab as much money as they can hold onto in 30 seconds as it swirls before their eyes. Winners will have from 9 a.m. to 5 p.m. on September 30 to return to the Goodwill store for a chance at the cash. In addition to the cash giveaway, Goodwill customers can spin a prize wheel for a chance to win free merchandise and earn additional merchandise discounts throughout the opening weekend festivities.

The new Phoenix store embraces Goodwill’s updated and improved look. Sleek, modern and expansive, the 24,000 square-foot store features a gourmet coffee bar and lounge area and a children’s play area complete with computer and video games.

(more)

2-2-2- Goodwill Store Opening Cash Giveaway

“Goodwill’s new look is well received in the metro-Phoenix area,” said Tim O’Neal, vice president of retail operations for Goodwill of Central Arizona. “With wider aisles, more than 7,000 new items added to the sales floor daily and modern amenities including a lounge and children’s activity area, our new stores offer something for all our customers.”

Regular store hours for Goodwill’s newest Phoenix store 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 puts people to work. The organization 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 in their quest for economic self-sufficiency. For more information on Goodwill of Central Arizona visit www.goodwillaz.org.

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