



Goodwill of Central Arizona
2626 W. Beryl Ave.
Phoenix, AZ 85021
www.goodwillaz.org

For Immediate Release

For more information, please contact:

Sara Turley
Public Relations Specialist
602.535.4041 direct line
602.369.0672 mobile
sara.turley@goodwillaz.org

Goodwill supports Literacy Day and offers children the opportunity to discover reading while family shops

PHOENIX, Ariz. (Oct. 15, 2007) — A fostered appreciation for reading can be vital in the development of children. Goodwill of Central Arizona recognizes the need for literacy in youth and will be hosting the *Goodwill Literacy Day* on Saturday, Oct. 20 from 8:30a.m. to 1:30p.m.

With volunteers and donated books from the East Valley National Charity League, Goodwill will offer literacy locations at select stores for children to spend time with volunteers who will help them choose appropriate material to read. Children participating will also have the opportunity to make bookmarks or other drawings and, at the end of the visit, take a book or two home to continue discovering their passion for reading.

“We’re happy to support East Valley National Charity League’s effort to promote reading education and community development,” said Jackie Halleen, Vice President of Retail Operations for Goodwill of Central Arizona. “Our stores are family friendly and we hope to see a lot of our customers bring their children for a truly fun and educational experience.”

Participating Goodwill locations include stores located at 930 N. Alma School Rd. in Chandler; 1500 W. Warner Rd. in Gilbert, and 805 E. Guadalupe Rd. in Tempe.

Celebrating 60 years in the Valley, 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 disadvantages that can include physical and emotional barriers, welfare dependency, illiteracy and age. In 2006, we served 10,000 youth and adults on their quest toward self-sufficiency and placed more than 2,300 into competitive employment. For more information on Goodwill of Central Arizona visit www.goodwillaz.org.

###