



## **For Immediate Release**

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## **\*\*\*MEDIA ADVISORY\*\*\***

# **Goodwill now accepting gift cards as donations**

### **Goodwill of Central Arizona**

#### Overview

Provides job skills training and career services for those with vocational disadvantages—including physical and emotional barriers, welfare dependency, illiteracy and homelessness

One of 184 independently operating Goodwill organizations worldwide

Serves Maricopa, Yuma, La Paz, Gila and portions of Pinal and Yavapai Counties

Positively impacts the community and individual lives by helping those with disadvantages obtain self-sufficiency and economic independence

#### 2007 Highlights

Almost 11,000 youth and adults benefited from career and training services

4,600 employment opportunities were secured

\$60 million in total revenue

38 retail stores operating throughout central Arizona

850,000 donors

**PHOENIX (June 19, 2008)** — Last year alone, more than \$8 billion in gift cards went unused. Goodwill of Central Arizona sees an opportunity to turn those unused gift cards into community support through its 36 human services programs for central Arizona's disadvantaged and disabled youth and adults. Goodwill's human services programs offer job skills training, education and vocational services for those with employment barriers that can include physical and emotional barriers, welfare dependency, illiteracy, basic skills deficiencies and age.

Through a partnership with Swapagift.com anyone can donate unused gift cards to Goodwill, regardless of the retailer or balance on the card. Sixty percent of the value of each card will be returned to Goodwill and used to support its human services programs designed to educate and prepare individuals who need help becoming self sufficient through the power of work.

**WHAT:** Gift cards from any retailer of any balance may be donated to Goodwill. Simply mail in the gift card or bring it to your local Goodwill will mail back a tax receipt.

**WHO:** Goodwill of Central Arizona in partnership with Swapagift.com

**WHEN:** Gift cards may be mailed at anytime or taken to any Goodwill store location and drop-off center.

**WHERE:** Goodwill of Central Arizona  
Attn: Sara Turley  
2626 W. Beryl Ave.  
Phoenix, AZ 85021

For a complete list of Goodwill store and drop-off centers, please visit [www.goodwillaz.org](http://www.goodwillaz.org).

Celebrating 60 years of serving the community, Goodwill of Central Arizona is one of the oldest and largest nonprofit 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 2007, we served almost 11,000 youth and adults on their quest toward self-sufficiency and secured more than 4,600 employment opportunities. For more information on Goodwill of Central Arizona, visit [www.goodwillaz.org](http://www.goodwillaz.org).