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**Embargoed until November 11, 2008**

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**THIS HOLIDAY SEASON, CARING CORNERS® AND GOODWILL INDUSTRIES® TEAM UP  
TO HELP CHILDREN LEARN THAT IT'S BETTER TO GIVE THAN TO RECEIVE**

**The Carton of Caring® Donation Program helps children experience the joy of giving**

**Shreveport, LA – (November 11, 2008)** – Too often the season of giving turns into the season of 'getting' – especially for children. This holiday season, in North Louisiana, children can begin learning what it feels like to give back to their local community. This first-of-its kind partnership between toy-maker, Learning Curve Brands, Inc. and Goodwill Industries® is called the Carton of Caring® Donation Program. The program encourages charitable giving during the holidays, an important lesson of sharing and compassion that is never too early to learn.

This lesson of "giving not getting," begins with the *Caring Corners® Mrs. Goodbee™ Talking Dollhouse* from Learning Curve Brands. The dollhouse is actually two unique gifts in one – a gift for the child to keep and a gift for her to give away. The first gift is the dollhouse, which helps children learn social and emotional skills in a fun, interactive way through imaginative play. That second gift – the giving part – comes to life with the Carton of Caring Donation Program. Children are encouraged to fill Mrs. Goodbee's "Carton of Caring" (the box the dollhouse comes in) with gently-used clothing and toys and donate them to any of the 2,200 Goodwill stores nationwide and in Canada.

There is no better time to get children involved in the art of giving back than during the holidays. Donating is a simple caring act that can help expand a child's world from "me" to "we." When children donate their Carton of Caring, they will receive a Certificate of Appreciation from Goodwill Industries and earn a special online code that "unlocks" a Caring Corners web game available only through donation.

"Carton of Caring" clothing and toy donations will be sold at Goodwill Industries® of North Louisiana stores, with proceeds helping to fund Goodwill's job training programs and support services in the community. "Children can feel good because their donations will help people earn a paycheck and support themselves and their families," says John M. Rankin, President & CEO of Goodwill Industries® of North Louisiana. "Most important, the experience of giving lets preschoolers learn firsthand the satisfaction of helping others in their community."

For more information about Goodwill Stores and Donation Centers, please visit our website:  
<http://www.goodwillnla.org/stores.html>.

*Note to the Editor: Purchase and donation is necessary to participate in the program and receive Goodwill recognition and online codes. The Caring Corners Mrs. Goodbee Dollhouse can be found at retailers nationwide, including Target, Wal-Mart, and Toys R' Us.*

**ABOUT LEARNING CURVE BRANDS, INC.**

**Learning Curve Brands, Inc.** ([www.learningcurve.com](http://www.learningcurve.com)) is a wholly owned subsidiary of **RC2 Corporation (NASDAQ: RCRC, [www.rc2.com](http://www.rc2.com))** and is a leading designer, producer and marketer of innovative, high-quality toys, collectibles, and infant and toddler products. Learning Curve Brands, Inc. markets its infant, toddler and preschool products under its Learning Curve® family of brands which includes The First Years® by Learning Curve and Lamaze brands as well as popular and classic licensed properties such as *Thomas & Friends*, *Bob the Builder*, *Winnie the Pooh*, John Deere, *Nickelodeon* and *Sesame Street*. The Company's youth and adult products are marketed under the Johnny Lightning® ([www.johnnylightning.com](http://www.johnnylightning.com)) and Ertl®, ([www.ertl.com](http://www.ertl.com)) brands. Learning Curve Brands, Inc. reaches its target consumers through multiple channels of distribution supporting more than 25,000 retail outlets throughout North America, Europe, Australia, and Asia Pacific.

**ABOUT GOODWILL INDUSTRIES OF NORTH LOUISIANA**

**Goodwill Industries® of North Louisiana, Inc.** is a 501(c)(3) not-for-profit agency that serves people with workplace disadvantages and disabilities by providing job training and employment services, as well as job placement opportunities and post-employment support. Goodwill Industries® of North Louisiana is a member of Goodwill Industries® International (GII) and the United Way of Northwest Louisiana, affiliated with NISH (formerly known as National Industries for the Severely Handicapped), and accredited for its employee development services and community employment services programs by CARF—the Commission on Accreditation for Rehabilitation Facilities. Goodwill Industries® of North Louisiana is also a member of the Louisiana Association of Nonprofit Organizations (LANO) and certified through its ethics and accountability program, the Louisiana Standards of Excellence. [www.goodwillnla.org](http://www.goodwillnla.org)

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