



# GOODWILL INDUSTRIES

OF NORTH LOUISIANA, INC.

*“Improving People’s Lives Through The Power of Work”*

**FOR IMMEDIATE RELEASE**

**GOODWILL: GOING GREEN SINCE 1926**

*Shreveport, LA – September 15, 2009* – Going green is nothing new at Goodwill Industries of North Louisiana®. “Goodwill has been re-using, repurposing and recycling the gently used things people no longer need since our start in Shreveport in 1926,” said John Rankin, President & CEO. “You could call Goodwill America’s Original Recycler.”

Goodwill’s Going Green Initiative will host a weeklong event including regional in-store fashion shows, job search workshops, a kick-off party for their annual Black Tie Bingo event and conclude with Operation Hard Drive, a collection drive aimed at recycling used computers and other electronics.

“We’re very excited to launch Operation Hard Drive,” said Rankin. “When you consider that a color monitor alone contains about 5 pounds of lead, we’re just trying to do our part in keeping harmful toxins and chemicals out of our communities and landfills.” Through a partnership with the Dell® Reconnect, Goodwill also aids in keeping old and unused computers from being disposed of in third-world countries where they can contaminate soil and water with cancer-causing agents such as copper, zinc and mercury.

The Black Tie Bingo Gala is Goodwill’s largest fundraiser of the year. This year’s event raised more than \$80,000 to fund job training programs that change the lives of individuals with disabilities and other barriers to employment. A kick-off party for the 2010 Black Tie Bingo Gala will be held to announce the theme for the upcoming event along with the unveiling of the “Ultimate Door Prize”.

(more)

Goodwill's Going Green initiative is intended to take Goodwill founder, Dr. Edgar J. Helms' commitment to "save the waste in men and things" to the next level. Goodwill Industries is leading the way for not-for-profit organizations in environmental stewardship.

"We've been recycling since before recycling was cool," said Jessie Schmidt, Vice President of Resource Development. "But it's also our responsibility to continue to find new ways to positively impact our environment, our community and the lives of those in need."

For more information on Goodwill's Going Green Initiative, contact Jessie Schmidt at 318-869-2575 or 1-800-259-4483.

#### Goodwill: Going Green Schedule of Events

Monday, Sept 21<sup>st</sup>

"Green Up Your Job Search" Workshop

Description: Fresh, new ideas to help you land green and growing jobs

Location: Shreveport Job Center – 800 W. 70<sup>th</sup> Street

Contact: Shreveport Job Center 318-868-4701

9AM-3PM

Tuesday, Sept 22<sup>nd</sup>

Black Tie Bingo Kick-Off Party

Description: Event to announce theme for 2010 event and unveiling of the "Ultimate Door Prize"

Location: Shreveport Goodwill Center - 800 W. 70<sup>th</sup> Street 71106

Contact: Rozann Frey 318-629-5918

10:00AM

Wednesday, Sept. 23<sup>rd</sup>

"Look Hot and Cool Down the Planet!" Fashion Shows

Description: A powerful and fashionable way to protect the environment: Informal modeling to help you find your unique style at Goodwill. Demonstrations on how to update your current wardrobe by Louise Fashions

Location: All Area Goodwill Stores

Contact: Jessie Schmidt 318-869-2575

11AM – 2PM

(more)

Thursday, Sept. 24<sup>th</sup>

“Green Up Your Job Search” Workshop

Description: Fresh, new ideas to help you land green and growing jobs

Location: North Bossier Job Center – 400 Airline Drive

Contact: Bossier Job Center 318-212-0634

9AM-3PM

Saturday, Sept. 26<sup>th</sup>

“Operation Hard Drive”

Description: Collection drive for used or outdated computers and other electronic devices

Location: Goodwill Linwood Campus

Contacts: Lori Beeman or Joe Cooper 318-869-2575

9AM – 2PM

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***ABOUT GOODWILL INDUSTRIES® OF NORTH LOUISIANA, INC.***

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 adult job development, job supports, and job-site training programs by CARF (formerly 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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