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**Goodwill Celebrates Its First Decade of Online Auctioneering  
*shopgoodwill.com*, Goodwill's Popular Internet Charity Auction Site, Turns 10**

**Shreveport, La.** – *Shopgoodwill.com*, the nation's first and only nonprofit Internet auction site, is celebrating its 10 years in existence and proving that Goodwill Industries® is not only a leader in job placement, but also innovative social enterprise through its use of technology. The charitable auction site, ranked one of the [TopTenREVIEWS'](#) Top 10 online auction sites and Time.com's "50 Best Websites of 2009," has created a window into cyberspace, bringing a whole new world of shoppers and donors in contact with Goodwill® and its mission of providing job training programs, employment placement services and community programs throughout North America.

Since its launch on August 31, 1999, the site has posted its fifth millionth item, helping to cull \$75 million in funds for job training programs for people who have disabilities, those who lack education or job experience and others having a hard time finding a job. The operation of *shopgoodwill.com* has opened up new jobs and training opportunities for people who have come to Goodwill looking for skill-building opportunities, including basic computer knowledge and customer service, photo skills, goods processing, and stocking and fulfillment systems.

"The auction items all come from one source with an internationally respected brand name — Goodwill Industries. Security procedures make the site a safe place to bid and buy — it's like buying something from someone you know," said John Rankin, President and CEO of Goodwill Industries of North Louisiana. "The revenues, as with Goodwill stores, benefit Goodwill Industries, and because 92 percent of it goes directly into job training and other support services for families in North Louisiana, shoppers feel good about their purchases."

There is no fee to sign up or bid on items. All items are collected from the 166 independent Goodwill agencies across North America. More than 30,000 items are for sale at any given time to bidders who visit the site, including music, jewelry, handbags and other apparel, electronics, toys, hardware, furniture, antiques, books, rare paintings, collectibles, and other desirable items. A search function allows site visitors to sort items by seller and browse local available inventory through mobile technology. Some of the more unique items sold include a 1927 Martin 5 K soprano ukulele, a Mercedes and a Bose subwoofer.

"With more than a million page views per day, *shopgoodwill.com* is an Internet auction site that successfully coexists and functions with the big-name online auctioneers by its 165 categories and subcategories," said Rankin.

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***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)