



FOR IMMEDIATE RELEASE  
May 1, 2018

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## Goodwill Celebrates Goodwill Industries Week

### Goodwill launches #NowYouKnow Mission Awareness Campaign

Washington, DC – Goodwill of Greater Washington (Goodwill) is celebrating Goodwill Industries Week (May 6 -12) by launching a series of mission videos featuring testimonials from Goodwill employees, training program participants, graduates, employers and Excel Center High School students. Many shoppers and donors recognize the brand, but still do not fully understand Goodwill’s mission: To provide free job training and employment services to people with disabilities and disadvantages. The goal of the campaign is to create greater awareness for the Goodwill mission by sharing personal stories about Goodwill through different lenses.

Additionally, the popular Goodwill of Greater Washington fashion blog, The DC Goodwill Fashionista, is evolving into a community based blog that will include content on fashion trends, workplace fashion, DIY style and other fashion and style topics that are socially sustainable. Over ten years ago Goodwill of Greater Washington launched the DC Goodwill Fashionista, the very first Goodwill fashion blog in the global Goodwill social enterprise, featuring fashion tips and trends. It was part of a long term campaign to change or reinforce the perception of shopping at Goodwill. The blog and accompanying social media sites and fashion shows helped Goodwill become a socially acceptable place to shop, inspiring thousands of fashionistas to share their finds online using the hashtag #MyGoodwillFind. The mission of the new blog, called *Finding Your Good*, is to help readers, “Put new life into your Goodwill Finds. Gain inspiration from a community of experts who will provide tips to help you reinvent your personal style that is socially sustainable.”

In support of the annual Goodwill Industries Week celebration, Goodwill is asking our community to share the hashtag, **#sharethegood** with their social networks urging them to communicate how they are sharing the good they are doing in the community, whether in direct support of Goodwill or any other cause. Goodwill’s goal is to create a dialogue that will inspire others to take a proactive approach to social impact, no matter how big or how small the effort.

For additional information on Goodwill Industries Week or Goodwill of Greater Washington, visit [www.dcgoodwill.org](http://www.dcgoodwill.org) or find us on Facebook [www.facebook.com/dcgoodwill](https://www.facebook.com/dcgoodwill).

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**About Goodwill of Greater Washington:**

*Goodwill of Greater Washington transforms lives and communities through the power of education and employment. Goodwill operates 20 retail stores in the Washington, DC region where it sells high quality donated goods at reasonable prices. All sales help fund Goodwill's critical workforce development mission.*