



NEWS RELEASE

Contact: Ken Weber, President & Chief Executive Officer

- or -

Marisa Rohn, VP of Marketing & Fund Development

Phone: 330-454-9461

Fax: 330-454-9465

Web site: www.goodwillclevelandcantan.org

FOR IMMEDIATE RELEASE

Goal is set to collect 5 million pounds of clothes nationally

Ohio - To ensure that every child goes back to school in style this year, Goodwill Industries of Greater Cleveland and East Central Ohio, Inc. and *Family Circle* have teamed up to launch a back-to-school clothing drive which will run from Aug. 1 to Sept. 30. The partnership will be featured in the September issue of *Family Circle*, the magazine's first-ever issue dedicated to Back-To-School, as well as <http://www.shopfamilycircle.com/>, the brand's new e-commerce destination.

Family Circle and Goodwill invite moms and dads to donate their gently used adult and children's clothes so other children can wear "new-to-them" outfits during their first days of school. Items donated will be sold at one of Goodwill's 19 retail stores, making affordable, contemporary clothing available to families on budgets.

"Not only is donating to Goodwill a great way to clean out closets and teach your children about gratitude, responsibility and the opportunity to help others, but your donation will help fund human services programs that help give youth and adults a hand-up during a tough economy," said Ken Weber, president and CEO of Goodwill Industries.

Readers can help Goodwill and *Family Circle* reach their 5 million-pound national goal by attaching the printable coupon from the magazine's September issue with their clothing contribution. The coupon can be downloaded from www.shopfamilycircle.com/goodwill, where readers can also find helpful information about organizing their own Back-to-School Clothing Drives. To locate the nearest

- more -

Pg. 2 – Five Million Pounds

Goodwill donation center please log onto www.goodwillclevelandcanton.org or call us toll free at 1-800-942-3577.

“The Family Circle community is always looking for ways to give back and get involved,” said Carey Witmer, Publisher of *Family Circle*. “Partnering with Goodwill – both in the magazine and on our new e-commerce destination – is a great way to give our readers the tools to help families in need.”

Published on behalf of Goodwill of Industries of Greater Cleveland and East Central Ohio, Inc.

Goodwill Industries of Greater Cleveland and East Central Ohio, Inc. has been serving the community for more than 90 years. Our mission of working to improve the quality of life and employment opportunities for people is served through a variety of programs and services that give individuals a hand up in these tough economic times. For more information, please log onto www.goodwillclevelandcanton.org.

Published 15 times a year by Meredith Corporation, with a circulation of 3.8 million and 21 million readers, *Family Circle* is one of the most widely read monthly magazines in the world. *Family Circle* provides smart relevant advice, sensible solutions, and inspiration in a voice that encourages and celebrates success in its pages and online at <http://www.familycircle.com/>. *Family Circle* has always been committed to women’s issues and in 1973 became the first women’s magazine to fully underwrite a professional women’s sporting event, the Family Circle Cup, an annual women’s tennis tournament held in April in Charleston, S.C., at Family Circle Magazine Stadium.

###