

NEWS RELEASE

GOODWILL

Ohio Valley Goodwill Industries Rehabilitation Center, Inc.
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FOR IMMEDIATE RELEASE

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Banana Republic and Ohio Valley Goodwill Industries Team Up For Fall Drive

Cincinnati, OH · October 9, 2008 · Banana Republic and Goodwill Industries are giving customers a chance to get ready for the holiday season and make a little room in their closets and hearts at the same time. Customers who donate their gently-worn sweaters or coats at any of the three Greater Cincinnati area Banana Republic stores from October 16 through October 26 will receive a 30 percent discount on all regular priced Banana Republic merchandise during this same time period (some exclusions apply, see stores for details).

Donated items will be sold in Ohio Valley Goodwill's retail stores and the revenues will help fund vocational training and job support services for individuals with disabilities, services for homeless veterans, and others with barriers to employment. In 2007, Ohio Valley Goodwill Industries provided services to more than 2,400 adults and placed 742 individuals into competitive community employment.

"We are excited that Banana Republic has chosen to again support Goodwill Industries this year. In the past, the drives that have been conducted have been a win-win situation for Ohio Valley Goodwill Industries and for customers in the Banana Republic stores," said Gail Hana, Ohio Valley Goodwill's Vice President for Contributed Goods. "The tremendous success of last year's campaign encouraged us to continue this collaboration with Goodwill Industries," said Chris Nicklo, Vice President for Marketing for Banana Republic. "This year, customers can get a jump start on the giving season by donating sweaters and coats to a great cause and once again join us in giving back to the local communities where we do business." Banana Republic is committed to giving back to local communities across the country. This year's initiative is part of the company's broader philanthropic approach, "Give Where You Live," which encourages customers and employees to help make stronger, more livable communities.

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This is the second year that Banana Republic and Ohio Valley Goodwill Industries are partnering together. Last year, the overall partnership generated more than 110,000 sweater donations and an estimated \$438,000 in revenues to support employment programs provided by local Goodwill agencies.

Ohio Valley Goodwill Industries is a comprehensive employment and training center whose programs provide vocational training and job support services. The on-going generosity of citizens in the greater Cincinnati community has helped the organization to maintain its environmental commitment to **re-use, re-new and recycle**, while at the same time being able to provide services for men and women with disabilities. For more information about Ohio Valley Goodwill's programs and services please visit www.cincinnati goodwill.org

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