

## NEWS RELEASE

# GOODWILL

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Ohio Valley Goodwill Industries Rehabilitation Center, Inc.  
10600 Springfield Pike, Cincinnati, OH 45215

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**FOR IMMEDIATE RELEASE**

**CONTACT:**

George Palmer  
Director, Public Relations & Marketing  
e-mail: gpalmer@cincigoodwill.org  
Sharon Hannon  
Marketing Specialist  
e-mail: shannon@cincigoodwill.org  
513-771-4800 / Fax 513-771-4959

**Ohio Valley Goodwill Industries Launches NEW Goodwill Cars Website!**

**Cincinnati, OH -- November 23, 2011 --** Just in time for the holiday shopping season, Ohio Valley Goodwill is pleased to announce the official launch of its newly redesigned Goodwill Cars Auction website. The new site features a weekly visual preview of cars being sold at the Saturday morning Auto Auction as well as improved donor options that make donating a car easy, simple and quick. "Our hope was to make the new Goodwill Cars website as welcoming and as easy to use as possible," said Kim Masters, Auto Auction Manager.

With just a few simple clicks, visitors can not only find out about the upcoming Auction event but can sign up for weekly email notifications regarding weekly inventory. In addition, the newly designed site makes it easy to donate a vehicle within a few seconds including a FREE tow if needed. "Our goal is to provide the best possible customer service experience that we can," said Masters, Auction Manager.

Ohio Valley Goodwill has been operating its own weekly Auto Auction for 10 years in the Greater Cincinnati area and takes great pride in the fact that it manages all aspects of the weekly Auction. The Goodwill Auto Auction generates vital revenue which helps to support the organization's employment and training services for men and women with disabilities as well as our nation's veterans. The Goodwill Auto Auction offers donors free towing, handles all the paperwork and donors may be eligible for a tax deduction. Check out the New Goodwill Cars website today at [www.goodwillcars.com](http://www.goodwillcars.com) and help support Goodwill's mission of putting people to work!

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