

NEWS RELEASE

GOODWILL

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

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

GOODWILL AND GAP PARTNER TO URGE DONORS TO “Let it Go!”

Cincinnati, OH -- May 16, 2011 -- Gap and Ohio Valley Goodwill Industries Rehabilitation Center, Inc. have announced a partnership encouraging consumers to clean out their closets for a cause. The “Let it Go” event will take place from May 19-29, 2011. Gap stores in the United States and Canada will accept clothing donations in support of the Donate Movement, an effort powered by Goodwill to educate the public on the positive impacts donations can have on both people and the planet.

When consumers donate clothing to Gap stores during this time period, their donations will be given to Ohio Valley Goodwill Industries and then sold in Goodwill’s 16 area stores. To thank customers for their generous donations, donors will receive 30-percent off their entire Gap purchase, including regularly priced and sale items, just in time for Memorial Day shopping.

Donations to Ohio Valley Goodwill support the organization’s mission of providing job training programs and employment placement services to the people who need them most. Goodwill sells donated goods in its stores and uses 84 percent of the revenues generated to fund job training programs across the United States and Canada.

“As a company, we invest in career exploration and job readiness for youth, and thousands of our employees volunteer to help young people prepare for the workforce. Giving our customers and employees opportunities to donate clothing in support of Goodwill’s job training programs is a great fit with our community efforts,” said Bobbi Silten, head of global responsibility and president of Gap Foundation.

Donating to Goodwill also has a positive impact on the planet. Goodwill helps communities extend the life of usable items in environmentally sound ways, and diverts clothing items from local landfills.

“Through the Donate Movement, Goodwill aims to increase conscious donations by raising consumer awareness of the power their donated goods can have in strengthening their communities,” said Joe Byrum, President and CEO of Ohio Valley Goodwill Industries. “When you donate to Goodwill, you enable a person to receive vital skills training, succeed at work and climb the career ladder. These are people who want to work but need Goodwill’s help to find and keep good jobs.”

- more -

To learn more about the Donate Movement and calculate the positive impact donations will have on people in the community, visit donate.goodwill.org.

About Gap Inc.

Gap Inc. is a leading global specialty retailer offering clothing, accessories, and personal care products for men, women, children, and babies under the Gap, Banana Republic, Old Navy, Piperlime, and Athleta brands. Fiscal year 2010 net sales were \$14.7 billion. Gap Inc. products are available for purchase in over 90 countries worldwide through about 3,100 company-operated stores, about 175 franchise stores, and e-commerce sites. For more information, please visit www.gapinc.com/socialresponsibility.

For 95 years, Ohio Valley Goodwill Industries has been providing employment and training services for men and women with disabilities, homeless veterans and others with barriers to employment. Each year, Ohio Valley Goodwill serves more than 2,600 men and women with disabilities and our nation's veterans. With support from the local community, Goodwill helps put people to work!

###