



Goodwill® and Girl Scouts 2nd Annual “Bag It Up!” for the Community

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Roanoke, VA. Goodwill Industries® of the Valleys and Girl Scouts of Virginia Skyline Council announce the 2nd Annual “Bag It Up!”. The event will kick off this Saturday, February 26th with Girl Scout Cookie Booths at multiple Goodwill store locations. In addition to selling cookies, Girl Scouts will be on site distributing special Bag It Up! recyclable bags. The community is encouraged to return these bags to Goodwill stores on Saturday, March 26th with material donations that will help Girl Scouts and Goodwill change lives.

Local Girl Scouts will be collecting gently used clothing, toys, and household goods to benefit Goodwill. In return, Girl Scouts will earn two \$10 vouchers to use in Goodwill stores for each donation bin filled. These vouchers will be given to needy families and/or organizations at the Girl Scout troop’s discretion.

Bag It Up! is a collaboration to collect material donations to benefit Goodwill, teach Girl Scouts various life lessons including environmental responsibility and social consciousness, and help the community at the same time. Goodwill uses the proceeds from the sale of donated goods to fund training and employment programs to help individuals get back to work. Last year Goodwill helped more than 60,000 people in our community and kept over 13.5 million pounds of material out of area landfills through salvage and recycling efforts. Participating Girl Scouts will learn more about a large nonprofit, recycling, reusing, and repurposing, as well as how to give back to the community through the distribution of the vouchers they have worked to earn.

“The Bag It Up! collaboration engages girls to make a difference as they work to create positive change in our communities,” states Jim Shaver, VP of Marketing and Development for Goodwill. “The community, as well as both Goodwill and the Girl Scouts, benefit and young girls experience individual growth and knowledge that they would not have otherwise gained. Last year Bag It Up! resulted in enough material donated to cover three football fields and earned \$2,900 in vouchers to support individuals in several communities.”

Both organizations expect another large turnout this year with record amounts of donations collected throughout Goodwill’s 31 county Virginia territory. Girl Scouts will be on-site at several store locations helping Goodwill staff collect the donations as part of their community service. Bag It Up! has established a stronger relationship between Goodwill and Girl Scouts throughout Central and Southwest Virginia.

Goodwill Industries of the Valleys, a United Way partner organization headquartered in Roanoke, serves 31 counties and 14 cities in the New River, Roanoke, and Shenandoah Valleys. Its mission is to help people and families in our community achieve a better life through work and independence. During the last fiscal year Goodwill served 60,099 individuals through job training and employment programs and helped 1,784 people enter competitive community employment.

Girl Scouts of Virginia Skyline Council is a leadership program for girls that develops life skills in business, science, and technology; provides adventures and challenges in sports, the environment, and the great outdoors; and encourages girls to give back to their communities through service projects conducted locally, across the United States, and internationally.

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