



FOR IMMEDIATE RELEASE



Goodwill® and AAA Mid-Atlantic Partner For Second Annual Luggage Trade-In/Trade-Up Program

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Roanoke, VA— Goodwill Industries® of the Valleys has teamed up with AAA Mid-Atlantic for the **2nd Annual Luggage Trade-In/Trade-Up Program**. This initiative encourages the community to donate gently used luggage to Goodwill – preferably filled with gently used clothing, shoes or household items—in return for discount vouchers good for the purchase of new luggage from local AAA Mid-Atlantic stores.

For every piece of gently used luggage dropped off at one of Goodwill's donation centers between now and April 16th, donors will receive a discount voucher for the purchase of new luggage at participating AAA Mid-Atlantic stores in Virginia, Delaware, Pennsylvania or New Jersey. The coupon entitles the customer to 40 percent off a piece of Antler® Luggage or \$25 off a luggage purchase of \$50 or more. Coupons are valid through April 30, 2011. For program details and a complete list of AAA Mid-Atlantic store locations, visit www.AAA.com/luggage.

“AAA Mid-Atlantic is proud to partner with Goodwill Industries of the Valleys to increase awareness of the job training and employment programs funded through the sale of gently used items which, in turn, support its mission. At the same time, luggage donors are rewarded with discounts toward the purchase of new luggage from one of our stores,” said Jim Lardear, Director of Public and Government Affairs for AAA Mid-Atlantic. “AAA Mid-Atlantic is committed to giving back to the communities we serve and we encourage everyone to do the same by participating in our **2nd Annual Luggage Trade-In/Trade-Up Program**. Now is the perfect time to get a jump start on spring cleaning by donating gently used luggage and clothing items, while planning ahead for summer travel with the purchase of new luggage at discounted prices.”

Lardear noted that every luggage donation to Goodwill gives back to the community in so many ways and AAA Mid-Atlantic wanted to give back to donors with luggage discount vouchers as a thank you.

“We are pleased to be working with AAA Mid-Atlantic to boost donations of gently used luggage to Goodwill,” said Suni Heflin, Marketing Manager for Goodwill. “The sale of this donated luggage in our retail stores will enable us to fund much needed job training and employment programs for youth, adults, and seniors with disabilities or disadvantages. We also invite the community to shop in our retail stores when they donate.”

Goodwill Industries of the Valleys, a United Way partner organization headquartered in Roanoke, serves 31 counties and 14 cities in the Roanoke, New River and Shenandoah Valleys. Its mission is to help people and families in our community achieve a better life through work and independence. In 2010 Goodwill Industries of the Valleys served over 60,000 individuals and placed 1,784 in competitive community employment. More information and store locations can be found at www.goodwillvalleys.com.

AAA Mid-Atlantic serves nearly four million members in Virginia, New Jersey, Delaware, Maryland, Pennsylvania, Virginia and the District of Columbia, with personal insurance, financial, automotive and travel services through 54 retail stores, regional operations centers and the Internet, at AAA.com/community.

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