



Goodwill® and Girl Scouts Announce 3rd Annual “Bag It Up!” for the Community

FOR IMMEDIATE RELEASE: March 14, 2012

Roanoke, VA. Goodwill Industries® of the Valleys and Girl Scouts of Virginia Skyline Council are excited to announce the 3rd annual “*Bag It Up!*” The event will take place on Saturday, March 31st, 2012 at all Goodwill retail stores and attended donation centers in a 31 county area. Local Girl Scouts will be collecting gently used clothing, toys, and household goods to benefit Goodwill Industries of the Valleys. In return, Girl Scouts will earn two \$10 vouchers to Goodwill 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 an effort 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 served more than 75,000 people in our community and kept over 14 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.

“*Bag it Up!* is a wonderful collaboration that encourages local Girl Scouts to make a difference and create positive change in our communities,” states Jim Shaver, VP of Marketing and Development for Goodwill. “The girls are given the opportunity to give back to their neighbors in need and grow from the experience. Last year *Bag it Up!* resulted in over 120 donation bins filled with materials and the girls earned \$2,410 in vouchers to support individuals throughout our 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 on March 31st. Now in its third year, *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. In 2011 Goodwill assisted 75,734 individuals and in this difficult employment market placed 2,111 people into jobs in the community.

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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