



Industries of Greater Cleveland and East Central Ohio, Inc.

NEWS RELEASE

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FOR IMMEDIATE RELEASE

Banana Republic and Goodwill Industries Sponsor Sweater and Coat Trade-In Promotion "Give Where You Live"

Cleveland, Ohio – Banana Republic and Goodwill Industries of Greater Cleveland and East Central Ohio, Inc. are giving customers a chance to get ready for the holiday season and make a little room in their closets and hearts at the same time. Customers who donate their gently-worn sweaters or coats at any Banana Republic in the U.S. and Canada from **October 16 through October 26** will receive a 30 percent discount on all regular priced Banana Republic merchandise for the same time period - some exclusions apply, see stores for details.

Donated items will be sold in local Goodwill retail stores and the revenues will help fund Goodwill job training programs and support services for people with disabilities, those who lack education or job experience and other job seekers. In 2007, Goodwill served more than 10,000 individuals through its program offerings.

"The tremendous success of last year's campaign encouraged us to continue this collaboration with Goodwill Industries," says Chris Nicklo, Vice President of Marketing for Banana Republic. "This year, customers can get a jump start on the giving season by donating sweaters and coats to a great cause and once again join us in giving back to the local communities where we do business."

"By donating to Goodwill, people are making an investment in their communities," says Ken Weber, President and CEO of Goodwill. "Each donated sweater or coat will help us

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earn the funding we need to provide vital employment and support services for those who need it most.”

Banana Republic is committed to giving back to local communities across the country. This initiative is part of the company’s broader philanthropic approach, “Give Where You Live”, which encourages customers and employees to help make stronger, more livable communities. Banana Republic plans to expand this program with other partners in the future.

This is the second year that Banana Republic and Goodwill Industries of Greater Cleveland and East Central Ohio, Inc. are partnering together.

Goodwill Industries of Greater Cleveland and East Central Ohio, Inc. works to improve the quality of life and employment opportunities for people in the communities we serve.

Goodwill Industries is dedicated to improving the quality of life and employment opportunities for people. Visit www.goodwillclevacanton.org for a complete listing of programs, stores and donation centers, as well as a list of acceptable donation items. Your donation to Goodwill truly makes a difference!

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