



## **Goodwill and Girl Scouts “Bag It Up!” for the Community**

FOR IMMEDIATE RELEASE  
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**Roanoke, VA.** Goodwill Industries of the Valleys and Girl Scouts of Virginia Skyline Council announce the inaugural “Bag It Up!” This event will take place on Saturday, April 17, 2010 at all Goodwill retail stores and attended donation centers in the Roanoke, New River, and Shenandoah Valleys. 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, redeemable at Goodwill, for each donation bin filled. These vouchers will be given to needy families and/or organizations by local Girl Scout troops.

Bag It Up! will collect material donations, teach Girl Scouts life lessons, and help the community. Goodwill uses the proceeds from the sale of donated goods to help people with barriers to employment get back to work. The Girl Scouts will learn about a large nonprofit, increase their awareness of recycling, reusing, and repurposing, and will also give back to the community through the distribution of the vouchers they have worked to earn.

“This collaboration is exciting because it really goes full-circle,” states Suni Heflin, Marketing Manager for Goodwill. “Both Goodwill and the Girl Scouts benefit, the community benefits in many ways, and the Girl Scouts experience individual growth and knowledge that they would not have otherwise learned.”

Goodwill expects a large response to Bag It Up! with record donations anticipated at Goodwill's 29 store locations. Girl Scouts will be on-site at various store locations helping Goodwill staff collect donations as part of this community service project. This year's first annual Bag It Up! is the first collaboration between Goodwill and the Girl Scouts in this area and has generated enthusiasm throughout Central and SW Virginia.

### **About Goodwill Industries of the Valleys**

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 18,225 individuals through job training and employment programs and helped 516 people enter competitive community employment.

### **About Girl Scouts of Virginia Skyline Council**

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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