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Goodwill Stores One-Month Revenue Hits \$1 Million Mark First Time Ever

October 2008 is busiest month ever for stores at Morgan Memorial Goodwill Industries

Boston (November 12, 2008) – Morgan Memorial Goodwill Industries reached the \$1 million mark in retail revenues during a one-month period for the first time ever in October 2008. The actual revenue for the month was \$1,048,000.

Goodwill attributed the high volume to several factors, including the recent addition of two new stores and a poor economy, which has prompted more consumers to look for affordable clothing and household goods. Historically, October is Goodwill's best sales month because of Halloween and the number of so-called "just-in-time" shoppers who make seasonal purchases when the weather becomes colder.

"We're excited about this milestone not only for our retail enterprise, but for what it means for our mission and the fact that it will provide more support for our job training programs," said Joanne K. Hilferty, president and CEO of Morgan Memorial Goodwill Industries. "We also have a great management team that helped make this possible."

Goodwill opened a new store at 965 Commonwealth Avenue in May of this year and an outlet store at the organization's headquarters at 1010 Harrison Avenue in September 2007. Goodwill plans to open two additional stores in fiscal year 2009.

Goodwill has also benefited from an attitudinal shift that has seen consumers become more accepting of shopping in second-hand stores. In fact, a recent piece in *The New York Times Sunday Magazine* noted that many consumers shop at Goodwill for high-end products at lower prices.

"The economy presents a double-edge sword – people hold onto their clothing longer," Hilferty said. "We are grateful that so many people realize that we still need donations to keep our stores at capacity and to provide warm clothing for our customers who count on us and for the guests of the Pine Street Inn."

ABOUT MORGAN MEMORIAL GOODWILL INDUSTRIES

For more than a century, Goodwill has provided job training programs and partnered with the business community to provide meaningful work opportunities for individuals with disabilities and other barriers to self-sufficiency. The eight Goodwill Stores and one outlet store in eastern and central Massachusetts provide on-the-job training opportunities for Goodwill participants and support Goodwill's programs. In addition, Goodwill operates Boston Career Link, a one-stop career center, which offers universal access to a broad range of services for job seekers, individuals who are looking to advance or change careers, and employers seeking good job candidates. Goodwill also offers programs that foster academic achievement and career aspirations among urban youth. Goodwill annually serves more than 9,500 people. www.goodwillmass.org

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