

**Goodwill's Got the Hots for Fashion**  
New Perimeter Goodwill Promises to Keep Shoppers in Style

FOR IMMEDIATE RELEASE  
May 27, 2010



ATLANTA, GA – Atlanta residents now have one more place to find stylish, one-of-a-kind attire at a great price when Goodwill opens the doors to its Perimeter store on June 3<sup>rd</sup>. At the new Goodwill, located at **1165 Perimeter Center West**, there's something for everyone. Whether your taste is vintage, contemporary or classic, you'll find what you love. Here are some pointers to make thrift shopping work for you:

- **Check the labels:** Look out for your favorite designer labels, which often end up at Goodwill.
- **Be patient:** You may get lucky and find your dream item in minutes, but realistically, when thrift-shopping it usually takes a little longer to find those precious gems.
- **Get crafty:** Refurbish your Goodwill bargains with paint, fabric or polish. With a little handy work you can turn great finds into one-of-a-kind pieces.
- **Be proud:** Every dollar you spend in a Goodwill helps support our mission and change the lives of others.

The grand-opening celebration starts at 9:00 a.m. on June 3. We hope to see you there!

**About Goodwill**

The mission of Goodwill of North Georgia is to put people to work. We have been providing services in the region for 85 years. In fiscal year 2009, we provided job training and employment services to nearly 21,300 people and helped 4,691 people start new businesses or find jobs. Our organization currently operates 31 stores and 49 attended donation centers. Revenues generated from Goodwill's retail program help fund our job training and placement programs. Last year, we served more than 1.4 million donors!

**For media inquiries, contact:**

Elaine Armstrong | Director of Public Relations  
Office: 404.420.9932 | Mobile: 404.825.3184  
[earmstrong@ging.org](mailto:earmstrong@ging.org) | [www.goodwillng.org](http://www.goodwillng.org)

Follow us on twitter! – [@Goodwillng](https://twitter.com/Goodwillng)

**Item Captions for pictures above:**

1. Lizard-embossed metallic pump
2. Handbags for all occasions
3. BCBG animal print wedge with matching handbag
4. Blue bowler with leather strap details
5. Brown peep-toe pump with red sole
6. Signature Coach waist pouch with matching sneaker