



## **FOR IMMEDIATE RELEASE**

### **Media Contact:**

Marla Eby, Director of Marketing & Media Relations  
323-539-2104 or [meby@goodwillsoocal.org](mailto:meby@goodwillsoocal.org)

### **GOODWILL SOUTHERN CALIFORNIA AND SHOPTHRILLING.COM HOST LAUNCH PARTY FOR GOODxGOODWILLSOCAL CLOTHING COLLECTION**

**Los Angeles, CA**, May 23, 2019 – Goodwill Southern California, the social enterprise and operator of thrift stores and donations centers, and [Thrilling](#), the online marketplace for vintage and second hand clothing, hosted a launch party yesterday at CBRE Global Headquarters in downtown L.A. to celebrate GOODxGoodwillSoCal, their specially curated collection of Goodwill SoCal clothing at <http://www.shopthrilling.com/GoodwillSoCal>.

The evening featured a fireside chat with Thrilling CEO Shilla Kim-Parker and Goodwill Southern California CEO Patrick McClenahan, as they discussed the \$24 billion secondhand clothing industry, sustainability in fashion and how the collaboration is Transforming Lives Through the Power of Work.

The GOODxGoodwillSoCal collection features women's clothing specially selected by singer songwriter Janelle Monae's stylist Alexandra Mandelkorn. While the majority of the clothing is drawn from Goodwill Southern California's inventory, some celebrities have donated clothing from their closets as well, including: Mel B (Scary Spice from the Spice Girls), Tatyana Ali (actress and activist), Loni Love (the Real co-host), Sara Haines (Good Morning America co-host), Carole Radziwill (author and Real Housewives of NY former cast member).

A portion of the proceeds from the collection help fund Goodwill Southern California's job placement and training programs for people with barriers to employment, including veterans, at-risk youth, individuals with disabilities, people formerly incarcerated and those experiencing homelessness.

Visitors to the ShopThrilling website can both shop for unique fashion finds and help the environment through the reuse and recycling of clothing. Each year Goodwill Southern California saves over 100 million pounds of usable items from landfills.

Shilla Kim-Parker is the CEO and co-founder of Thrilling—a fast-growing technology and logistics company bringing secondhand stores online, for the first time. A Harvard College and Harvard Business School graduate, Shilla recently served as

Chief of Staff for the Disney/ABC Television Group. Her company has received financial and advisory support from BMW, Rent the Runway, Walmart and Disney. Thrilling is not only making secondhand shopping more modern, accessible and popular with the average consumer, but also promoting sustainability in the fashion industry and helping small, women-owned businesses.

Patrick McClenahan, President and CEO of Goodwill Southern California (GSC), leads the organization's efforts to transform lives through the power of work. Every year, GSC prepares and places thousands of individuals into sustainable employment through programs and services throughout Los Angeles, Riverside and San Bernardino counties. As one of the leading non-profit brands in the world, and the largest non-profit in Southern California, GSC has been transforming lives through the power of work for over 100 years. GSC supports its mission with proceeds generated from over 80 retail stores and over 40 donation centers, as well as from charitable donations and grants from the public and private sectors.

Media who would like additional information or are interested in filming a segment on the partnership may contact Marla Eby, Goodwill Southern California's Director of Marketing at [meby@goodwillsocal.org](mailto:meby@goodwillsocal.org) or 323-539-2104 or Shilla Kim-Parker, CEO of Thrilling at [shilla@shopthrilling.com](mailto:shilla@shopthrilling.com).

### ***About Thrilling***

Thrilling puts your favorite vintage and secondhand clothing stores online, for the very first time. We have three core values: 1) Celebrate individuality and personality with one-of-a-kind fashion at great value 2) Support local organizations and businesses by helping them reach more people around the world 3) Promote a greener planet through the reuse of clothing - buying an item of clothing second hand reduces its waste impact by nearly 75%

### ***About Goodwill Southern California***

Transforming lives through the power of work, Goodwill Southern California (GSC) serves individuals with disabilities or other vocational challenges by providing education, training, work experience and job placement services. Each year, GSC prepares and places thousands of individuals into sustainable employment through programs and services offered at campuses, Career Resource Centers, WorkSource Centers, Deaf, Youth and Veteran Employment Programs throughout Los Angeles (north of Rosecrans Ave.), Riverside and San Bernardino counties. GSC supports its mission with proceeds generated from over 80 stores and over 40 attended donation centers. GSC spends 95 percent of its budget on programs and services. Committed to caring for the earth, each year GSC diverts over 100 million pounds of reusable or recyclable goods from landfills. Goodwill is Good for Everyone!

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