



FOR IMMEDIATE RELEASE

Media Contact:

Marla Eby – Director, Marketing & Media Relations
(323) 246-3620 – cell
meby@goodwillsoocal.org

**The Goodwill Label Research Project Brings Attention To Secondhand Purchases & Sustainability
Goodwill SoCal To Host Research Project & Hiring Event**

Los Angeles, CA, July 11, 2022 – Goodwill Southern California will host the Goodwill Label Research Project along with a Hiring Event:

What: Goodwill Label Research Project & Goodwill SoCal Hiring Event

When: Thursday, July 14 – Saturday, July 16 12pm – 6pm each day

Where: Goodwill Southern California's Atwater Village Retail Store
3150 N. San Fernando Road Los Angeles CA 90065 Free parking.

RSVP: Not needed. On the spot job interviews. Job seekers do not need appointments.

About the Goodwill Label Research Project

Designer and researcher Lynda Grose will insert Goodwill labels into garment seams, bringing secondhand purchases into everyday consciousness. This project disrupts the hierarchy of branding and provokes conversations about our relationship with clothing, each other, and the natural world.

Goodwill SoCal shoppers will be able to stop by for the exclusive opportunity to receive a free Goodwill label sewn into a garment that they purchase. Customers are invited to chat with the designer and researcher to learn more about her project. By shopping at and donating to Goodwill SoCal, customers help keep items out of landfills and shape the future of sustainability.

Goodwill Southern California Hiring Event

Goodwill SoCal will also be holding a Hiring Event, with on-the-spot interviews for multiple positions, including:

- Retail Management
- Clearance Center Management
- Material Handlers
- Retail Ambassadors

Job seekers do not need to make advance appointments. Goodwill SoCal is looking for job seekers who are interested in working for a non-profit organization and want to make a difference in our community. Job seekers are asked to bring copies of their resume.

Goodwill Southern California provides free employment programs for individuals with barriers to employment, including veterans, at-risk youth, people who were formerly incarcerated, the homeless, and community members looking for jobs.

Media outlets that wish to film the event on Thursday 7/14 may contact Marla Eby, Goodwill SoCal's Director of Marketing & Media Relations at meby@goodwillsoocal.org or 323-246-3620 (cell) to arrange for filming.

About Goodwill Southern California

Transforming lives through the power of work, Goodwill Southern California (GSC) serves individuals with barriers to employment, as well as businesses, 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 three campuses, Career Resource Centers, WorkSource Centers, 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 more than 80 stores and freestanding attended donation centers. GSC spends 95 percent of its budget on programs and services. Committed to caring for the earth, last year GSC diverted over 130 million pounds of reusable or recyclable goods from landfills. Goodwill is GOOD for Everyone! Follow Goodwill SoCal on social media - @GoodwillSoCal.

About Lynda Grose

Lynda Grose is a designer educator, author and professor of Fashion Design and Critical Studies at California College of the Arts. She was a lead researcher for the fashion research project '[Local Wisdom](#)' (Kate Fletcher), which documented the relationships people have with their clothing and the 'craft of use'. She has worked for 30+ years to advance sustainability in fashion. See: <https://portal.cca.edu/people/lgrose/>

The Goodwill Label Research Project is inspired by [Local Wisdom](#), [Mending for the People project](#) and [Story Corp.](#)

###