



FOR IMMEDIATE RELEASE

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Goodwill SoCal To Exhibit At LA Times Festival of Books

Book festival attendees are encouraged to thrift a book as it's good for the soul and the planet.

Los Angeles, CA, April 21, 2025 – Goodwill Southern California (GSC) will be selling gently used books this year in Purple Zone **Booth #228** at the Los Angeles Times Festival of Books. The annual literary festival will take place at the USC campus on Saturday & Sunday, April 26 & 27. Hundreds of authors, celebrities, poets, chefs and musicians will participate in this year's festivities.

The theme of Goodwill SoCal's booth is "Thrift a Book – Good for the Soul and for the Planet." Festival visitors will have the opportunity to browse hundreds of gently used books sold in the booth. Books will be deeply discounted and affordable – to encourage readers of all ages and genres.

Pricing

Children's Books - \$2	Paperback Boks - \$5	Cookbooks - \$10
Hardcover Books - \$7	Coffee Table Books - \$15 - \$30	Toys - \$5

Committed to sustainability and the re-purposing of items, Goodwill Southern California sells gently used books at all of its stores. Goodwill SoCal stores are located in L.A. (N. of Rosecrans), Riverside and San Bernardino counties. When shoppers purchase books from Goodwill SoCal, they help fund the non-profit's free employment programs for people in our community with barriers to employment.

"Goodwill Southern California is excited to feature a wide range of gently used books at the LA Times Festival of Books," said Marla Eby, Director of Marketing & Media Relations. "The Festival takes place shortly after Earth Day and is a great reminder that purchasing and donating gently used books is good for the environment."

Visitors to the Goodwill SoCal booth will receive a coupon for a FREE book at a Goodwill SoCal store and can enter a giveaway for the chance to win a gift certificate to be used at any of Goodwill SoCal's stores.

For press / media inquiries regarding Goodwill SoCal, please contact Marla Eby, Director of Marketing & Media Relations, at meby@goodwillsocial.org or 323-246-3620.

What: Goodwill Southern California Exhibit at LA Times Festival of Books
When: Saturday, April 26 10am – 6pm & Sunday, April 27 – 10am – 5pm
Where: University of Southern California campus – Booth #228

About Goodwill Southern California

Transforming lives through the power of work, Goodwill Southern California (GSC) serves individuals with barriers to employment 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. For more information, visit www.goodwillsocial.org.

