



FOR IMMEDIATE RELEASE

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## **Goodwill Southern California To Hold Grand Opening At New Store in Pasadena, CA**

Los Angeles, CA, August 18, 2025 – On Friday, August 22, 2025, Goodwill Southern California (GSC) will hold a Grand Opening at its new Pasadena Colorado Blvd. Retail Store, located at 1720 E. Colorado Blvd. Pasadena, 91106. The new store is near the Pasadena City College campus. The official ribbon cutting ceremony will commence at 9:30 a.m. and include local dignitaries, Goodwill Southern California staff and community members.

The new store will be the non-profit's fourth location in Pasadena. Goodwill SoCal currently operates three stores in Pasadena:

- a Retail Store located at 340 S. Fair Oaks Ave., Pasadena 91105
- a Retail Store located at 181 Altadena Dr., Pasadena 91107
- a Boutique / Donation Center located at 703 N. Lake Ave., Pasadena 91104

Customers are invited to shop a wide selection of everyday values and fabulous fashion at the new Pasadena store. All weekend long, shoppers will have an opportunity to enjoy:

- A \$10 merchandise voucher for the first 50 shoppers in line (for a future visit)
- a free gift with the purchase of \$20+ (while supplies last)
- drawings for prizes including a new 65" TV and gift cards
- weekly color tag sale offers:
  - Friday 8/22 - \$2.49 for items with PURPLE tags
  - Saturday 8/23 - \$1.99 for items with PURPLE tags
  - Sunday 8/24 – 50% off items with YELLOW tags

"We are excited to open our fourth store and add to our presence in the Pasadena community," said Patrick McClenahan, Goodwill Southern California's President & CEO. "Goodwill SoCal stores help fund our non-profit's mission to Transform Lives Through the Power of Work, helping people in our community who experience barriers to employment find jobs."

Goodwill SoCal has more than 100 locations in its territory - including retail stores, outlet stores, boutiques and attended donation centers covering Los Angeles (north of Rosecrans), Riverside and San Bernardino

counties. Ninety-five cents of every dollar generated from sales is dedicated to funding GSC's mission to prepare and place individuals with disabilities and other vocational challenges in sustainable employment.

Media who wish to film at the Grand Opening may contact Marla Eby, Director of Marketing & Media Relations, at [meby@goodwillsoocal.org](mailto:meby@goodwillsoocal.org) or 323-539-2104.

What: Goodwill SoCal Pasadena Colorado Blvd. Retail Store Grand Opening

Where: 1720 E. Colorado Blvd., Pasadena, 91106

When: Friday, August 22, 2025. Ceremony at 9:30 a.m. Doors open at 10:00 a.m.

Special offers run through Sunday, August 24.

Store Hours: Monday – Sunday 10am – 9pm

### **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 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 100 stores and 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 165 million pounds of reusable or recyclable goods from landfills. Goodwill is GOOD for Everyone!*

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