



FOR IMMEDIATE RELEASE

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Goodwill SoCal To Exhibit At LA Times Festival of Books

Booth visitors will receive a coupon for a free book redeemable at Goodwill SoCal stores.

Los Angeles, CA, April 13, 2026 – 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 18 & 19. Hundreds of authors, celebrities, poets, chefs and musicians will participate in this year’s festivities.

The theme of Goodwill SoCal’s booth is “Thrifty Reads – Fresh Finds!”. Festival visitors will have the opportunity to browse hundreds of gently used books, toys and also clothing sold in the booth. Books will be deeply discounted and priced affordably – to encourage readers of all ages and genres.

Pricing

Baby & Toddler - \$2	Young Adult - \$5	Paperback Books - \$6	Hardback - \$7
Cookbooks - \$10	Electronic Books - \$6	Coffee Table - \$15-\$30	Toys - \$5
Puzzles - \$5	Games - \$5	Bundle Bags - \$7	T-shirts -\$8
Sweatshirts - \$15	Reusable Bags - \$2		

Committed to sustainability and the re-purposing of items, Goodwill Southern California sells gently used books at all of its stores. Goodwill SoCal’s 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.

“At Goodwill Southern California, we believe every book deserves a second life and every purchase can make a meaningful impact,” said Daniela Davis, Chief Marketing Officer at Goodwill Southern California. “By choosing thrifty reads at the LA Times Festival of Books, attendees are not only discovering incredible stories at affordable prices, but also supporting sustainability and helping fund vital job training and employment programs across our communities.”

Visitors to the Goodwill SoCal booth will receive a coupon for a FREE book at Goodwill SoCal’s stores and can enter a giveaway for the chance to win a Goodwill SoCal gift card.

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

What: Goodwill Southern California Exhibit at LA Times Festival of Books
When: Saturday, April 18 10am – 6pm & Sunday, April 19 – 10am – 5pm
Where: University of Southern California campus – Booth #228 Purple Zone

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 100 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 165 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.goodwillsoCal.org.