



FOR IMMEDIATE RELEASE

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**Goodwill Southern California To Hold Grand Re-Openings at
2 Newly Refreshed and Remodeled Stores**

Los Angeles, CA, May 18, 2026 - Goodwill Southern California (GSC) will hold Grand Re-Openings at two newly refreshed and remodeled stores from Friday, May 22 – Sunday, May 24, 2026. Ribbon cutting ceremonies will take place at 9:45 a.m. on Friday, May 22 at each location.

Customers are invited to come see the stores' new look – and to refresh their wardrobe. All weekend long, shoppers will have an opportunity to enjoy fabulous special offers and prizes, including:

- a \$10 merchandise voucher for the first 50 shoppers in line (5/22, 5/23 & 5/24)
- a free gift with the purchase of \$30+ (while supplies last)
- drawings for prizes at each store - including a new 65" TV and gift cards
- weekly color tag sale offers:
 - Friday 5/22 - \$2.49 for items with GRAY tags
 - Saturday 5/23 - \$1.99 for items with GRAY tags
 - Sunday 5/24 – 50% off items with BLUE tags

“We are pleased to offer an enhanced shopping experience for our customers,” said Patrick McClenahan, Goodwill Southern California’s President and CEO. “When visiting Goodwill SoCal stores, our customers have the unique experience of shopping for great value in a nice environment, all while supporting our mission of helping people in our community find jobs and improving our environment through the reuse and recycling of secondhand goods.”

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 of providing a hand up and an opportunity to those in our community with barriers to sustainable employment.

Media who wish to film at one of the Grand Re-Openings may contact Marla Eby, Director of Marketing & Media Relations, at meby@goodwillsoocal.org or 323-539-2104.

What: Goodwill SoCal - 2 Store Grand Re-Openings

Where: 2 locations – see list below

When: Friday, May 22 – Sunday, May 24, 2026

Store hours: 10am – 9pm

Ribbon cutting ceremonies: Friday 05/22 at 9:45 AM. Doors open at 10:00 AM.

2 Goodwill SoCal Grand Re-Opening Store Locations

Glendale Brand Retail Store

240 N. Brand Blvd.
Glendale, CA 91203

Miracle Mile Retail Store

817 S. La Brea Avenue
Los Angeles, CA 90036

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 more than 165 million pounds of reusable or recyclable goods from landfills. Goodwill is GOOD for Everyone!

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