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**Back -To-School Shopping: Goodwill SoCal's Thrift Stores Help Families
Save More And Waste Less**

*Students and teachers who shop at Goodwill SoCal stores through August 31 will receive
a 10% discount on their purchases.*.*

Los Angeles, CA, July 13, 2026 – As back-to-school shopping ramps up, families across the country are rethinking how — and where — they shop. With high food and gas prices taking a larger slice of the family budget, many shoppers are turning to secondhand options for Back-To-School to stretch their dollars. Goodwill Southern California's (GSC) stores are meeting this moment by offering an affordable, sustainable and community-impact-driven alternative.

Goodwill Southern California's thrift stores sell donated goods to shoppers who want to express their unique style, stay on a budget, help others and support the environment. From everyday basics like jeans, backpacks and sneakers to dorm décor, small furniture and kitchenware, Goodwill SoCal is a one-stop shop for back-to-school needs.

Through August 31, both students and teachers will receive a 10% discount when they show a valid school ID. *This offer may not be used for online purchases, at GSC Outlet Stores or be combined with any other offer.

"There's been a noticeable shift in how people approach back-to-school shopping," said Daniela Davis, Chief Marketing Officer at Goodwill Southern California. "Families aren't just looking for lower prices—they're looking for value, sustainability and ways to make their dollars go further. That's exactly what Goodwill SoCal delivers."

Why Thrift?

Multiple factors have led families to turn to thrifting for Back-To-School shopping:

- Budget pressures are re-shaping shopping behavior. Many families are prioritizing resale and thrift to offset higher retail prices on clothing and school essentials.
- Gen Z is leading the thrifting boom: Younger shoppers are driving demand for secondhand, seeking unique style, affordability and ways to reduce their environmental footprint.
- Treasure-hunt appeal: Thrifting offers one-of-a-kind finds, from vintage fashion to personalized dorm décor, helping students stand out.
- Sustainability matters: Buying secondhand extends the life of donated items, thereby keeping more usable goods out of the waste stream.

Secondhand Is In: What's Driving the Trend – source: National Retail Federation - 2025

- K-12 families plan to spend \$850+ per child, with families of college students spending \$1,325
- 72% of consumers expect to see higher prices when Back-To-School shopping
- 40% of Back-To-School shoppers would consider buying clothing secondhand
- 2/3 of shoppers (67%) start as early as July 4 to lock in deals and avoid price creep

Goodwill SoCal thrift stores offer a wide variety of donated goods that help shoppers save money while supporting a larger purpose. Goodwill SoCal's stores are located in L.A. (N. of Rosecrans), Riverside and San Bernardino counties. When shoppers purchase items from Goodwill SoCal, they help fund the non-profit's free employment programs for people in our community with barriers to employment.

**Shop And Donate With Purpose**

While families shop, Goodwill encourages community members to also donate gently used clothing, electronics and household goods. Those donations are resold to fund job training, career placement and other critical services in our local community.

Last year, Goodwill Southern California diverted more than 165 million pounds of reusable or recyclable goods from landfills. These items directly supported programs helping individuals build skills and find employment. Every purchase and donation helps fund Goodwill SoCal's mission of providing life-changing opportunities, including career training, job placement, work experience and other supportive services. In 2025, Goodwill SoCal provided services to 27,656 individuals in our community.

Back-to-School Shopping That Gives Back

With affordability, sustainability and community impact top of mind for today's shoppers, Goodwill offers a smarter way to prepare for the school year — helping families save while supporting neighbors in need.

For press / media inquiries regarding Goodwill SoCal, or to film in our stores, please contact Marla Eby, Director of Marketing & Media Relations, at meby@goodwillsocial.org or 323-539-2104.

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.goodwillsocial.org.

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