



FOR IMMEDIATE RELEASE

Media Contact:

Marla Eby – Director, Marketing & Media Relations

(323) 539-2104

meby@goodwillsoocal.org

Goodwill Southern California To Hold Grand Opening At New Store in La Mirada, CA

Los Angeles, CA, October 12, 2026 – On Friday, October 16, 2026, Goodwill Southern California (GSC) will hold a Grand Opening at its new La Mirada Retail Store, located at 15800 Imperial Highway, La Mirada 90638. The official ribbon cutting ceremony will commence at 9:30 a.m. and include local dignitaries, Goodwill Southern California staff and community members.

This will be the first new Goodwill SoCal Retail Store opened in 2026. Goodwill previously had a store in La Mirada, which closed in 2021.

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

Special Offers

- Friday 10/16 –
 - 1st 100 shoppers who spend \$30+ will receive an exclusive Goodwill tote bag
- Saturday 10/17 –
 - \$5 Fashion Finds
- Sunday – 10/18
 - 1st 200 shoppers receive a Mystery Discount Scratchers
- All Weekend Long
 - Enter to win a \$250 Shopping Spree
 - Receive a voucher for 20% off the purchase of \$30 or more (on a future visit)

“Our La Mirada store represents what Goodwill Southern California is all about, turning everyday purchases and donations into opportunity,” said Daniela Davis, Chief Marketing Officer of Goodwill Southern California. “Every item given a second life helps create career pathways for people facing barriers to employment while building a more sustainable future for our communities.”

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 or 323-539-2104.

What: Goodwill SoCal La Mirada Retail Store Grand Opening

Where: 15800 Imperial Highway, La Mirada 90638

When: Friday, October 16, 2026. C

eremony at 9:30 a.m. Doors open at 10:00 a.m.

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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