



For Immediate Release
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A NEW GOODWILL IS “IN STORE” FOR THE CITY OF CHESAPEAKE THIS HOLIDAY SEASON!

GOODWILL FACTS

Provides 20+ job training and employment services, funded primarily by a donated goods business that also protects the planet.

Kept 27 million pounds of textiles and other household items out of local landfills in 2010.

Average price of clothing is \$4.99.

Served over 18,000 individuals throughout our region in 2010.

New Chesapeake location makes 13 retail locations in Hampton Roads

CHESAPEAKE, VA - This holiday season Goodwill unveils its **13th retail location** in Hampton Roads and its first in the city of Chesapeake. The newly constructed building brings with it opportunities for great shopping and another way to support Goodwill’s mission.

Goodwill purchased nearly 2 acres of land at the intersection of Sherrington Drive and Medical Parkway. Of its 13 store locations, this is the first in Hampton Roads that Goodwill has built from the ground up. And it is the first of two stores planned in Chesapeake.

When the community shops and donates to Goodwill, they help fund a mission that provides job training and career development programs to a diverse range of job seekers from the dislocated worker, to the recent college grad, to individuals with intellectual and/or physical disabilities. Shoppers and donors can feel good knowing that at least 84% of Goodwill’s total revenue is invested into these programs. And, while Goodwill has a global presence, the support provided by the communities of Hampton Roads, stays in our programs in Hampton Roads.

“We are excited about the possibilities of this location. Our presence in Chesapeake is vital to our successful mission delivery across Hampton Roads. We offer a range of job training programs and want residents of Chesapeake who need job search and career assistance to benefit from those programs and/or be able to support them,” says **Bill Carlson, Vice President for Goodwill.**

The store opens **December 15th at 9 a.m.**, just in time for holiday shopping and year end donating. The 15,000+ square foot store will be full of clothing for the entire family, household items, electronics, holiday decorations, gifts and other treasures. This store is unlike other resale retailers because it will offer a shopping experience that is more like a traditional retail location, but without the hefty price tags. Shoppers will be able to stretch their dollars by purchasing items at a fraction of the cost compared to traditional retail, donate their gently used items, and support Goodwill’s mission all at the same time.

GOODWILL FACTS

2 outlets at 1345 Diamond Springs Road – a general merchandise outlet and a computer outlet.

Every store | places at least 1,500 items on their sales floors daily!

Opening 3 new stores in Hampton Roads in 1st quarter of 2012.

Find us on [Facebook](#), [Twitter](#) and [YouTube](#).

To learn more visit www.goodwillvirginia.org.

Charles Layman, President and CEO of Goodwill added, “When we open stores naturally it brings jobs to the community where we locate. Ultimately though, we expand so that we can fund programs that provide job training and career development to help get even more people working in Hampton Roads.”

There are many programs Goodwill hopes to bring to the city of Chesapeake and as a result of establishing this newest store. And, continues to strengthen partnerships with organizations who offer complementary services to positively impact communities, like the city of Chesapeake.

Interestingly, **Keli Wood, the new store’s manager** is someone who has benefitted first-hand from Goodwill’s programs and partnerships. Ms. Wood volunteered at Goodwill as part of her curriculum with the *Virginia Initiative for Employment Not Welfare Program (VIEW)*. VIEW program participants often will apply for employment during their volunteering and gain permanent positions at Goodwill. “It is truly a win-win scenario as I have personally experienced,” said Ms. Wood who was hired after 3 months of volunteering and now successfully manages the soon to open Chesapeake store.

In 2006, Goodwill operated 5 stores in 3 cities in Hampton Roads employing approximately 150 people and providing mission services to 200 job seekers. Today, Goodwill operates 16 locations in 8 cities including a central support center in Virginia Beach with 2 outlets and a Community Employment Center in Portsmouth. Goodwill now employs over 300 associates in Hampton Roads and served over 1,400 job seekers in 2010. The opening of the Chesapeake store adds 18 associates to Goodwill’s roster and will enable Goodwill to add to the number of people enrolled in our mission programs.

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