



FOR IMMEDIATE RELEASE

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MEDIA ALERT

FIRE AT WAUKESHA'S HILLCREST APTS *Goodwill is working with American Red Cross*

Goodwill is working with the American Red Cross to assist residents at the Hillcrest Apartments in Waukesha who experienced a devastating fire last night and early this morning. The apartment complex is located directly across the street from the Goodwill Store & Donation Center at 1400 Nike Drive.

“Our hearts go out to the residents, some of whom work at Goodwill,” said Dan Klawes, store manager. “They are our customers, donors, our neighbors; we are working with the American Red Cross through our Goodwill Cares voucher program to provide assistance.”

Yesterday was Goodwill’s second annual Community Day where we hosted local leaders in several counties to provide insight about Goodwill’s mission beyond the well-known store and donation centers. Today, we are showing the importance of working together as a community.

How does Goodwill Cares Work

The American Red Cross refers individuals who have been affected by this fire to the Goodwill Cares program where assistance is provided with clothing and household items.

About Goodwill

Goodwill’s mission is to provide employment and supportive services for people with disabilities or disadvantages who seek greater independence. It is the largest Goodwill organization among 158 agencies in North America. In 2018, Goodwill provided services for nearly 50,000 men and women and 9,473 individuals entered employment. Visit www.goodwillsew.com for more information.