



**FOR IMMEDIATE RELEASE**

**April 19, 2017**

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**GOODWILL'S PACK'ER UP CHALLENGE  
STARTING OUT BIG IN HARTFORD**

**What:** Goodwill's Pack'er Up Donation Challenge, that runs from April 1 through April 30, has hundreds of schools participating with a prize of winning a visit from the Green Bay Packer's all-time leading receiver and Super Bowl Champion Donald Driver.

The schools and communities are really rallying around the Pack'er Up promotion this year; and none more than Central Middle School in Hartford. A 7<sup>th</sup> grade special education teacher recently called Goodwill to let the local store in West Bend know that they have collected 50,000 items so far and will be delivering them with two trucks (one semi and one box truck) on Friday, April 28.

Last year, all participating schools in southeastern Wisconsin donated over 1.5 million items.

**When:** Friday, April 28  
12-12:30 p.m.

**Where:** Goodwill Store & Donation Center  
1717 Clarence Ct.  
West Bend, WI

**Why:** Goodwill Industries of Southeastern Wisconsin sees this donation challenge as a way for the organization to publicize its commitment to the environment (April is Earth Month) through reusing, reducing and recycling, and do so with a promotion that is fun and exciting with well-respected sports figure and Goodwill spokesperson, Donald Driver.

## Lightholder, Cheryl

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**From:** Lightholder, Cheryl  
**Sent:** Wednesday, April 19, 2017 4:04 PM  
dailynews@conley.net.com  
**Subject:** Goodwill Pack'er Up Challenge Starting Out Big  
**Attachments:** Pack'er Up Media Alert\_Hartford School Donation\_2017.docx

Hello – we are expecting a HUGE donation coming to the Goodwill Store & Donation Center in West Bend this Friday from Central Middle School in Hartford!

Cheryl Lightholder | Manager, Communications  
Goodwill Center for Work and Training – Southwest Campus | 5400 South 60th Street | Greendale, WI 53129  
Office: (414) 847-4165 | Cell: (414) 750-0603 | Fax: (414) 448-1182  
[www.goodwillsew.com](http://www.goodwillsew.com) | [Cheryl.Lightholder@goodwillsew.com](mailto:Cheryl.Lightholder@goodwillsew.com)

Connect:



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*Nick Dettmann*  
*ndettman@conley.net.com*

## Lightholder, Cheryl

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**From:** Lightholder, Cheryl  
**Sent:** Wednesday, April 19, 2017 4:24 PM  
'washcoinsider@gmail.com'  
**Subject:** Goodwill Pack'er Up Challenge Starting Out Big  
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## **Lightholder, Cheryl**

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**From:** Lightholder, Cheryl  
**Sent:** Wednesday, April 19, 2017 4:22 PM  
'ads@booster-ads.com'  
**Subject:** Goodwill Pack'er Up Challenge Starting Out Big  
**Attachments:** Pack'er Up Media Alert\_Hartford School Donation\_2017.docx

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