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Goodwill Announces New Partnership with the Green Bay Packers

July 21, 2018... Goodwill Industries of Southeastern Wisconsin is proud to announce a new partnership with the Green Bay Packers, making Goodwill the **Proud Electronics Recycling Partner of the Green Bay Packers.**

Goodwill E-cycle, which is Goodwill's electronics recycling business, will be recycling all of the team's computers, tablets and other electronic waste. Goodwill E-cycle is R2:2013, ISO 14001 and OHSAS 18001 Certified for its E-cycle business. This certification shows a high-level commitment to the safety and security of the computers, tablets and other components that are given to Goodwill.

Goodwill has worked with the Packers for more than 15 years, and it's a long-standing relationship that we're really proud of," said Craig Benzel, Vice President of Sales and Business Development. "Having Goodwill as our electronics recycling partner was a natural fit given their reputation in the market place, their long history of operations that are environmentally friendly, and our trust in the work they do," says Benzel.

In addition to Goodwill E-cycle, Goodwill operations include Retail Store & Donation Centers; Goodwill DataShield for document destruction; Goodwill Laundry and Linen, one of Wisconsin's largest commercial laundries; Goodwill TalentBridge, a full service staffing and recruitment firm; and Goodwill Great Lakes, which runs food service operations at Naval Station Great Lakes. Revenue generated through these operations is reinvested in mission programs and services that help people with disabilities and disadvantages find work.

"Goodwill is thrilled to be the Proud Electronics Recycler of the Green Bay Packers," says Pat Boelter, Chief Marketing Officer. "Through the electronics that we will recycle, the Packers are creating jobs and helping us to serve our mission of training and employment in the communities we serve."

Goodwill E-Cycle works with large corporations in the area, providing our partners with secure electronics recycling services, and our process reflects our commitment to responsible, environmentally-conscious and secure electronics recycling.

For more information on Goodwill E-cycle, please contact Mike Matus, Vice President, Sales & Strategic Solutions, at (414) 847-4243 or mmatus@goodwillsew.com