



FOR IMMEDIATE RELEASE

CONTACT: Pat Boelter, Chief Marketing Officer, 414-847-4163

GOODWILL OPENS FIRST OUTLET STORE
Unique shopping experience coming to region

July 25, 2018...Do you ever wonder what happens to items not sold at the Goodwill Store & Donation Center? Well, starting on Friday, July 27, customers will be able to experience the Goodwill Outlet, located at 1630 Enterprise Drive in Sturtevant, WI, and open seven days a week from 10 a.m. to 6 p.m. You will be able to “pay by the pound” for most items, other merchandise will be priced individually, like furniture, bikes and other oversized items.

How is the Goodwill Outlet different from a traditional Goodwill store?

Goodwill retail stores are the first stop for donations. After items have set on the retail shelves for a period of time, they are shipped to a Goodwill Outlet for one last chance for the public to purchase before being sold as salvage or recycled.

How does the Goodwill Outlet work?

The Goodwill Outlet has approximately 120 9’x4’ rolling tables or bins on the floor at any one time. Every 20 to 30 minutes, the crew will pull 8 to 12 tables with older merchandise from the floor and add the same number of tables with new goods. All items are sold “as is” and all sales are final. Additional discounts do not apply and Outlet purchases do not earn Club Goodwill REwards points.

How is merchandise priced at the new Goodwill Outlet?

Items priced per pound include home goods, clothing, textiles, shoes and purses; under 25 pounds the customer pays \$2.19 per pound. If the items purchased are over 25 pounds the customer pays 1.29 per pound. Electronics and Glassware are all priced at 69 cents per pound. Items priced per unit are all \$1 and include DVDS/CDS, albums, VHS tapes, computer games and books. Merchandise priced individually are furniture, bikes and other oversized items.

Other Shopping Tips

- We recommend wearing sturdy gloves when sorting through merchandise
- Scales are at the registers but courtesy scales are also available
- We accept cash, credit cards and debit cards; no checks please
- Boxes will be available in the packing area near the registers
- Donations are not accepted at the Goodwill Outlet

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So be ready for a new shopping experience and remember to be patient, everyone will be on the biggest treasure hunt of them all!

About Goodwill

Goodwill Industries of Southeastern Wisconsin and Metropolitan Chicago's mission is to provide training, employment and supportive services for people with disabilities or disadvantages who seek greater independence. It is the largest Goodwill organization among 162 agencies in North America. In 2017, Goodwill provided services for 62,173 men and women and 9,871 individuals entered employment. Visit www.goodwillew.com for more information.

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