



**Goodwill and *Family Circle* Team Up  
for Back-To-School Clothing Drive  
Goal is Set at Collecting Five Million Pounds of Clothes**

**FOR IMMEDIATE RELEASE:**

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**Roanoke, VA** — To ensure that every child goes back to school in style this year, Goodwill Industries of the Valleys and *Family Circle* have teamed up to launch a five million pound clothing drive which will run from Saturday, August 1 through Wednesday, September 30, 2009. The partnership will be featured in the September issue of *Family Circle*, the magazine's first ever issue dedicated to Back-To-School, as well as [www.shopfamilycircle.com](http://www.shopfamilycircle.com), the brand's new e-commerce destination.

*Family Circle* and Goodwill invite moms and dads to put their gently-used adult and kids' clothes to work by donating them so that another child can have a "new to them" outfit for their first day of school. The donated items will be sold at more than 2,300 Goodwill retail stores nationwide, making affordable, contemporary clothing available to families on budgets. The program will also generate revenue that funds Goodwill's job training programs and employment programs to help families achieve economic success.

"Donating to Goodwill a great way to clean out closets and teach your children about gratitude, responsibility, and the opportunity to help others. Your donation will also help fund support services such as drop-out prevention programs for at-risk teens, and school to work programs that promote self-sufficiency for disabled youth," said Bruce Phipps, President & CEO.

Readers can help Goodwill and *Family Circle* reach their five million pound goal by attaching the printable coupon, from the magazine's September issue, to their clothing contribution. The coupon can be downloaded from [www.shopfamilycircle.com/goodwill](http://www.shopfamilycircle.com/goodwill), where readers can also find helpful information about organizing their own Back-to-School Clothing Drives.

"The Family Circle community is always looking for ways to give back and get involved," said Carey Witmer, Publisher of *Family Circle*. "Partnering with Goodwill – both in the magazine and on our new e-commerce destination – is a great way to give our readers the tools to help families in need."

Goodwill Industries of the Valleys, a United Way partner organization headquartered in Roanoke, serves 31 counties and 14 cities in the New River, Roanoke, and Shenandoah Valleys. Its mission is to help people and families in our community achieve a better life through work and independence. During the last fiscal year Goodwill served 18,225 individuals through job training and employment programs and helped 516 people enter competitive community employment.

**ABOUT FAMILY CIRCLE**

Published 15 times a year by Meredith Corporation, with a circulation of 3.8 million and 21 million readers, *Family Circle* is one of the most widely read monthly magazines in the world. *Family Circle* provides smart relevant advice, sensible solutions, and inspiration in a voice that encourages and celebrates success in its pages and online at [www.familycircle.com](http://www.familycircle.com). *Family Circle* has always been committed to women's issues and in 1973 became the first women's magazine to fully underwrite a professional women's sporting event, the Family Circle Cup, an annual women's tennis tournament held in April in Charleston, S.C., at Family Circle Magazine Stadium.

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