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FOR IMMEDIATE RELEASE

Goodwill Launches Carton of Caring Donation Program To Benefit Area Children

As part of a national rollout by Goodwill International and Learning Curve, one of the nation's leading toy manufacturers, Goodwill Northern Illinois has launched the Mrs. Goodbee™ Carton of Caring® Donation Program. This program is designed to help families celebrate the joys of sharing.

Families start out by purchasing a Mrs. Goodbee dollhouse, the first interactive dollhouse that encourages caring, sharing and preparing for real responsibilities from retailers such as Wal-Mart, Toys R Us and Target. The dollhouse engages children with 400+ activities, songs, words and sounds. As children play, Mrs. Goodbee comes to life to encourage kind-hearted deeds all around her house. Parents can help their children place gently used clothing and toys into the empty box in which Mrs. Goodbee was packaged. The family can then donate the box full of goods to any of the area Goodwill locations. To thank children for donating, staff at the donation sites will give each child a Carton of Caring Certificate of Appreciation, plus a code to unlock an exclusive online game on CaringCorners.com. The program hopefully provides a positive donation experience for each child.

"The Mrs. Goodbee Carton of Caring Donation Program, provides children with great opportunity to experience the value of giving and helps them learn how their own generosity can impact the community in which they live; a wonderful message for all of us in these trying times," said Sam Schmitz, President of Goodwill Industries of Northern Illinois and Wisconsin Stateline Area.

Goodwill Industries of Northern Illinois and Wisconsin Stateline Area is a community-based not-for-profit organization that provides education, training and job placement for persons in need. Goodwill stores in northern Illinois (Rockford, Machesney Park, Freeport, Sterling) and Beloit, Wisconsin employ more than 170 people.

For more information about the Carton of Caring Donation Program, please contact Sam Schmitz at (815) 965-3795.

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