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FOR IMMEDIATE RELEASE

Look to Goodwill Auction Website This Holiday Season for Unique Hard-to-Find Gifts at Bargain Prices

Rockford, IL – *Shopgoodwill.com*, the nation's first and only nonprofit Internet auction site, is making it easier for treasure hunters and other online shoppers to find exactly what they are looking for. In addition to a crisp, new look, the redesigned site offers an improved search function that allows bidders to quickly preview thumbnail images of items.

"*Shopgoodwill.com* has over 75 categories and subcategories, from antiques and toys to one-of-a-kind collectible items," says Sam Schmitz, President of Goodwill Industries of Northern Illinois and Wisconsin Stateline Area. "The new web site improves search capabilities, providing the best possible experience for our online shoppers."

Shopgoodwill.com is the first and only auction site created, owned and operated by a nonprofit organization. Since its launch in 1999, it has earned more than \$50 million dollars for Goodwill programs. More than 18,000 items are for sale at any given time – such as designer purses, Waterford Crystal products, and multiple Coca-Cola memorabilia – culled from the billions of pounds of donated goods the organization collects each year. All the proceeds benefit Goodwill Industries.

"With 83 percent of revenues going directly into Goodwill's job training and other programs, shoppers can feel good about their purchases," says Schmitz. "And they feel protected because the items all come from one source with an internationally-respected brand name – Goodwill Industries. It's like buying something from someone you know."

The site has retained its most popular features such as its Personal Shopper, which sends bidders e-mail alerts when items they are looking for are posted, and the Watch List, which allows shoppers to return quickly to items without searching for them again. Also, *shopgoodwill.com* is now designed to provide easy navigation to bidders using a cell phone or other mobile device as well as an assistive technology, such as a screen reader.

"And we hope our new look will attract many new buyers," says Schmitz. "After all, you never know what treasures you'll find when you *shopgoodwill.com*." With an average of 31,500 visits per day, *shopgoodwill.com* is an Internet auction site that successfully coexists with the big-name online auctioneers. From 2000 to 2006, the site's revenues grew at an average annual growth rate of 111 percent.

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 *shopgoodwill.com*, please contact Sam Schmitz at (815) 965-3795.

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