

December 17, 2008
FOR IMMEDIATE RELEASE

**THIS HOLIDAY SEASON, CARING CORNERS AND GOODWILL INDUSTRIES
TEAM UP TO HELP CHILDREN LEARN THAT IT'S BETTER TO GIVE THAN TO RECEIVE**
The Carton of Caring Donation Program helps children experience the joy of giving

Rockford, IL – Too often the season of giving turns into the season of 'getting' – especially for children. This holiday season, in Northern Illinois, children can begin learning what it feels like to give back to their local community. This first-of-its kind partnership between toy-maker, Learning Curve Brands, Inc. and Goodwill Industries is called the Carton of Caring® Donation Program. The program encourages charitable giving during the holidays, an important lesson of sharing and compassion that is never too early to learn.

This lesson of "giving not getting," begins with the *Caring Corners® Mrs. Goodbee™ Talking Dollhouse* from Learning Curve Brands sold at retailers such as Wal-Mart, Toys R Us and Target. The dollhouse is actually two unique gifts in one – a gift for the child to keep and a gift for her to give away. The first gift is the dollhouse, which helps children learn social and emotional skills in a fun, interactive way through imaginative play. That second gift – the giving part – comes to life with the Carton of Caring Donation Program. Children are encouraged to fill Mrs. Goodbee's "Carton of Caring" (the box the dollhouse comes in) with gently-used clothing and toys and donate them to any of the 2,200 Goodwill stores nationwide and in Canada.

There is no better time to get children involved in the art of giving back than during the holidays. Donating is a simple caring act that can help expand a child's world from "me" to "we." When children donate their Carton of Caring, they will receive a Certificate of Appreciation from Goodwill Industries and earn a special online code that "unlocks" a Caring Corners web game available only through donation.

"Carton of Caring" clothing and toy donations will be sold at the Goodwill Industries of Northern Illinois and Wisconsin Stateline Area stores, with proceeds helping to fund Goodwill's job training programs and support services in the community. "Children can feel good because their donations will help people earn a paycheck and support themselves and their families," says Sam Schmitz, President of Goodwill Industries. "Most important, the experience of giving lets preschoolers learn firsthand the satisfaction of helping others in their community."

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.

Please contact Sam Schmitz at (815) 965-3795 for further information.