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*For Immediate Release*

## **Goodwill Hosts Free Halloween Celebration With Central Phoenix Store Grand-Opening**

*Festivities include face-painting, costume contests, pumpkin decorating, giveaways and more*

**PHOENIX, Ariz. (September 13, 2006)** – Preparing for Halloween has never been more convenient and fun. Goodwill of Central Arizona is transforming its newest store into a Halloween hot-spot beginning October 27 - October 29, 2006. The new Phoenix store, located at 4005 N. 16<sup>th</sup> Street (South-east corner of 16<sup>th</sup> Street and Indian School) will open its doors for the first time at 9 a.m. on Friday, October 27 kicking off the Halloween holiday early with a free weekend of activities, including costume contests, pumpkin decorating, trick-or-treating, free goody bags and more.

As a one-stop-shop for Halloween, Goodwill stylists will be available to help customers put together unique Halloween costumes or help choose from a wide selection of costumes including witches, super heroes, monsters and more. Accessories such as wigs, fake nails, fake teeth and capes are also in-stock. Make-up artists will be on-hand to complete any look and teach application techniques ranging from spooky to sweet.

Goodwill's free community Halloween celebration offers a safe, fun, indoor festive environment for the entire family. "We're coordinating the grand opening of our 33<sup>rd</sup> Goodwill store with the holiday to help families prepare for Halloween," said Tim O'Neal, vice president, retail operations for Goodwill of Central Arizona. "Since the Halloween season is a busy time of year, we're hosting an interactive event to celebrate the season, our new Phoenix store and to assist our customers with all their Halloween needs at the same time."

*-more-*

### ***2-2-2- Halloween/New Goodwill store***

In addition to the Halloween costumes, accessories and decorations available during the grand opening weekend, the new store will feature 7,000 new items per day including new and gently used designer clothing, jewelry, furniture, electronics and more.

The Phoenix store embraces Goodwill's updated and improved look. Sleek, modern and expansive, the 30,000 square-foot store features a gourmet coffee bar and lounge area, as well as a children's play area complete with computer and video games.

Festivities for the Halloween celebration begin at 9 a.m. on Friday, October 27 and will end at 6 p.m. on Sunday, October 29. Regular store hours for the new Phoenix store are 9 a.m. to 9 p.m. Monday through Saturday; 10 a.m. to 6 p.m. on Sunday. As with all other locations, the new store also accepts tax-deductible donations of clothing, shoes, bedding items, housewares, electronics, toys and accessories. As part of its mission, all proceeds from retail sales benefit programs in local communities, providing assistance to those with barriers to employment and more.

Goodwill of Central Arizona puts people to work. The organization is one of the oldest and largest non-profit agencies in Arizona and is a nationally recognized leader in empowering people to achieve their highest level of personal and economic independence. Their philosophy is simple: provide an environment for people to believe they can succeed, achieve goals, develop skills and change the barriers they face every day in their quest for economic self-sufficiency. For more information on Goodwill of Central Arizona visit [www.goodwillaz.org](http://www.goodwillaz.org).