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BRAND U.

Goodwill's Brand U Campaign Proves that It's Not What You Wear, It's How You Wear It *Two makeover winners learn to "BE UNIQUE, BE YOURSELF, BRAND YOU"*

AUSTIN, TX –Goodwill Industries of Central Texas gave two lucky winners a Brand U shopping spree and complete makeover transformation that proves to the community that being fashionable doesn't have to be dictated by price.

During Goodwill's Brand U back-to-school shopping campaign, hundreds of shoppers registered at Goodwill retail stores for a chance to win a \$100 Goodwill shopping spree with a personal shopper, a complete makeover, a before and after photo shoot, and the chance to be a model in Goodwill's next 'Brand U' shopping ad, courtesy of Salon Keriz'ma and Almost Impatient Productions.

This year's makeover winners included Pflugerville resident Sarah Pravel, an office assistant at an insurance company, and Lauren Sovine, a junior at Stony Point High School in Round Rock. They enjoyed a full day of shopping, pampering and fun on Sunday, September 13 at Salon Keriz'ma in Cedar Park, TX.



Winners Sarah Pravel (left) and Lauren Sovine (right) before the makeover.

"[When I learned that I won] I was very excited and surprised because I never win anything," said Pravel. "I usually don't take time to pamper myself."

Eager to learn how to better express themselves through fashion, both winners were interested in trying something a little different from their current style. While Pravel just wanted to try new things, Sovine had a definite idea about her new look. "I want to make my style a little more grown-up but at the same time still be me," said Sovine.



Winners Sarah Pravel (left) and Lauren Sovine (right) after the makeover.

Their morning began with a shopping spree with a team of personal shoppers at the Goodwill store near Balcones. As dressing rooms filled up with clothes and accessories, outfits with a modern and edgy flair began to be pieced together.

"Goodwill's wide selection of vintage and name brand clothing, accessories, and unique items allows you to get really creative as you define your style," said Suzanha Pena, Marketing Director at Goodwill. "Here, you can express yourself while staying in your budget, all while helping to fund our mission of changing lives through the power of work."

Once the winners finished their shopping excursion, it was back to Salon Keriz'ma for the movie star treatment, including a haircut, hair coloring, and style as well as some makeup. When the girls were ready, they posed with the ease of professional models during their final photo shoot.

With arms full of clothes and accessories, these two winners left the salon with a complete wardrobe that expresses their personalities. It was a day of fun and glamour, but most importantly, it was a day that encouraged shoppers to "be unique, be yourself and brand your own style," all while supporting Goodwill's mission changing lives through the power of work.

About Goodwill Industries of Central Texas:

Goodwill Industries of Central Texas is a non-profit 501(c)3 organization dedicated to the mission of providing employment training and services for people with barriers to employment. Revenue generated through the sale of donated goods is used to fund job training and employment programs for Central Texans. For more information about Goodwill Industries of Central Texas, go to www.austingoodwill.org.

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