

FOR IMMEDIATE RELEASE  
August 9, 2010



# BRAND U.

## Goodwill Launches Affordable Back-to-School Fashion with Brand U Campaign *SHOPPERS CAN FIND BACK-TO-SCHOOL BARGAINS AND HAVE A CHANCE TO WIN A BRAND U MAKEOVER*

**Who:** Goodwill Industries of Central Texas

**What:** Goodwill Industries of Central Texas is launching its 'Brand U' shopping campaign for Central Texans searching for a back-to-school wardrobe that expresses their unique style—without breaking the budget. Beginning July 30-August 22, shoppers looking for the perfect first day outfit at their local Goodwill retail store can also register for a chance to win a complete makeover, shopping spree and bragging rights for the rest of the school year.



*(left) Last year's makeover winners before and after the makeover.*

The Brand U campaign sends the message to the community that "It's not what you wear; it's how you wear it." With the endless combinations of new and vintage clothing and accessories offered at Goodwill, shoppers have a cost-effective way to be unique and brand their own style this school year.

Shoppers that visit their nearest Goodwill can also register for the Brand U makeover, which gives them a chance to win a \$100 Goodwill shopping spree with a personal shopper, a hair cut/style/coloring, eyebrow shaping, 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.

Goodwill offers back-to-school shoppers the opportunity to get the brand name and vintage clothing they want at a fraction of the cost, while funding Goodwill's mission of providing employment training and services to help Central Texans find jobs in the community.

**When:** July 30-August 22, 2010; the campaign coincides with tax-free weekend on Aug. 20-22

**Where:** Register for the Brand U Makeover at any of Goodwill's retail stores around Central Texas. Visit [www.AustinGoodwill.org](http://www.AustinGoodwill.org) for a list of locations.

**Photo Opportunities:** Before and after makeover photos

**About Goodwill:** Goodwill Industries of Central Texas is a non-profit 501(c)3 organization dedicated to the mission of providing job-related 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, visit [www.austingoodwill.org](http://www.austingoodwill.org).

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