

FOR IMMEDIATE RELEASE
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Austin Goodwill, Texas Stars Team-Up for Social Media Campaign

Who: Goodwill Industries of Central Texas (Austin Goodwill on Facebook)

What: Goodwill Industries of Central Texas and the Texas Stars Hockey Team are partnering together to launch an innovative social media campaign, running July 13 to 19, to help raise awareness of Goodwill's mission of providing job training to people with difficulty locating employment.

This campaign invites Central Texans to 'like' the organization, known as 'Austin Goodwill' on Facebook. The goal of the campaign is to reach 7,000 or more 'likes,' and as a thank you, the Texas Stars will donate seven game party suites to seven fans of Austin Goodwill.

"We are delighted to be partnering with the Texas Stars for this campaign, which will help us to leverage the viral nature of Facebook to raise awareness of Goodwill's mission and its community activities to even more Central Texans," said Suzanha Pena, Director of Marketing. "We have never done anything like this before, and we are looking forward to watching our Facebook 'like' count grow quickly in just a week's time."

For more information on this campaign, visit www.austingoodwill.org or on Facebook at Austin Goodwill.

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.

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