

FOR IMMEDIATE RELEASE
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Show the Love to Austin Goodwill for a Chance to Win Prizes

Who: Goodwill Industries of Central Texas (Austin Goodwill on Facebook, @AustinGoodwill on twitter)

What: Just in time for Valentine's Day, Goodwill Industries of Central Texas is launching its "Show the Love" online campaign, running February 4 to 14, which invites Central Texans to send in their creative Valentine to Austin Goodwill through any online network for a chance to win great prizes.

"We're excited to hear from the community this Valentine's Day," said Liz Moise, Director of Marketing. "Austin is a creative city so the bar has been set high! This campaign isn't just about love for Goodwill, it's also a great way for us to show the love for our community, which has supported our mission of helping people find jobs for more than 50 years."

Valentines may be submitted by email (Showthelove@austingoodwill.org), on twitter (@AustinGoodwill), on Facebook (Austin Goodwill), and by commenting on Austin Goodwill's blog. Submitters are encouraged to get creative and "show the love" through poems, songs, photographs, videos or in any creative way they can dream-up. Submissions will be judged by select members of Goodwill's executive staff, and the top three submissions will win one of these prizes: a couple's massage from Myo Massage, a dinner for two, Amy's Ice Cream and a Goodwill gift card.

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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