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Goodwill Sacramento Valley & Northern Nevada opening new store in Midtown Sacramento

Sacramento, CA, November 27, 2017 – Goodwill Sacramento Valley & Northern Nevada is excited to announce the opening of its newest store in Sacramento on December 20, 2017. The store, the 30th retail location for the organization, will be located at 1900 Alhambra Blvd, in the old Sacramento Natural Foods CoOp building.

Since 1989, the corner of Alhambra and S Street has been home to the Sacramento Natural Foods Co-Op. It was a place for the community to come together – share recipes, meet local farmers, invest in sustainability, and most importantly, it gave the neighborhood a sense of purpose.

The design of the new Goodwill store will carry that tradition forward. This store will be unlike the average thrift store. Shoppers will be greeted with creative displays, stylish clothes and work from local artists scattered throughout. The “reduce, reuse & recycle” vibe will continue at the location, where shoppers will soon be able to purchase their overalls, 70s vinyl and worn-in Chuck Taylors, then head over to Temple Coffee for a pour-over and a vegan muffin.

“When the space became available, we knew we could add value to the neighborhood and bring back the sense of pride the neighbors once had,” said Joseph R. Mendez, President and Chief Executive Officer.

Home to the similarly repurposed gas-station-turned-Tako-Korean-BBQ, the Alhambra Triangle neighborhood is known for its vibrant, eclectic feel, creating a beautiful marriage between Midtown, North Oak Park and East Sacramento. With a thoughtful mix of residential and commercial properties, this neighborhood prides itself on its diversity and desire to continually evolve.

This store will be the community gathering space for all. The new store will bring close to 60 new jobs to the community, including extending opportunities for those with disabilities and other barriers to employment. The total economic impact for the new store is projected to be \$3.7 million, plus the construction.

The 5-day Grand Opening Extravaganza begins Wednesday, December 20, 2017 at 8am and ending when the last customer leaves. The first 200 customers will receive free Goodwill recyclable tote bags, free coffee and cookies, and all shoppers will have the chance to enter a drawing to win a cruiser bicycle from Mike’s Bikes.

The new Alhambra Goodwill Store will be stocked with over 80 thousand donated items including high-quality clothing, furniture, household items, and a wide variety of new products. Regular store hours will be Mon-Sat 9am-9pm; Sun 10am-7pm.

Besides being a bargain-hunter's paradise, the store will offer a convenient donation drop-off to give area residents a place to easily donate items they no longer need; contributing to a greener community while supporting Goodwill's services to thousands of people living in the region. Recycling, reducing and reusing is at the heart of Goodwill's stores and Donation Xpress centers, to not only move the needle on environmental concerns but also to reinvest the revenue back into the community – a win-win for all!

The items that are generously donated by the community help support training and employment programs for disadvantaged youth, adults and seniors, along with supporting various community non-profits that offer shelter, housing, emergency services, food and resources. The sale of donated goods in stores helps provide critical funding to support programs for Goodwill and several regional non-profits who together have provided services to over 300,000 individuals so far this year.

“Retail revenue helps support the agency's many human services, providing support for several area nonprofits” states Karen McClafin, Chief Development Officer for Goodwill. “We provide critical support functions to our partner organizations – Next Move/Francis House Center, People of Progress, Wind Youth Services and Community Link Capital Region – who offer coordinating services to disadvantaged people.”

For a complete listing of job training and employment programs, stores and donation sites in the Sacramento Valley & Northern Nevada area, visit our [interactive location map](http://www.goodwillsacto.org/locations) at www.goodwillsacto.org/locations.

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Established in 1902 in Boston and 1933 in Sacramento, Goodwill is a community based non-profit that offers diverse job training and placement programs for the disabled, disadvantaged and disenfranchised. Goodwill puts people to work in their own communities, helping to build self-sufficiency and human dignity. More than 93% of total revenues are dedicated to job training, mission-related activities and mission-related payroll. For more information visit www.goodwillsacto.org.