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Edited for Goodwill: Goodwill of Greater Washington's Pop-Up Retail Shop at Pepco Edison Place Gallery Caters to Savvy Fashionistas

***Edited Preview to Unfold August 1- 3, Noon-7 p.m. each day
La Passione di Milano Runway Show and Gala at Italian Embassy, September 27***

WASHINGTON, DC – Goodwill of Greater Washington is building on the success of its traveling trunk shows to connect with the metro area's fashionable, shrewd shoppers with a pop-up retail shop, *Edited for Goodwill*. Designed by the global architecture, design, planning and consulting firm Gensler in space donated by Pepco, the retail pop-up will operate from Wednesday, August 1 through Friday, August 3, 2012, noon-7 p.m. each day at the Pepco Edison Place Gallery. The gallery is located at 702 8th St NW, Washington, DC, 20001.

Goodwill of Greater Washington will also launch a fashion design competition at a ticketed preview of the pop-up shop on July 31. The winner will present his/her custom design at the Fashion of Goodwill Runway Show and Gala on Thursday, September 27, at the Italian Embassy. Entitled *La Passione di Milano* (The Passion of Milan), the runway show and gala will immerse guests in a night of Italian splendor and fashion.

"Our partnership with Goodwill on the pop-up shop concept is a fun, rewarding way to connect our talented designers with a strong charitable organization and the community where we live and work," said Bonnie Sen, architect, who leads the Goodwill project for Gensler.

"The Pepco Edison Place Gallery is a space we dedicate to non-profit organizations for art exhibits to unique ideas like the Goodwill Pop-up store. We're delighted to partner with Goodwill and Gensler on this fashion venture," said Debbi Jarvis, VP Corporate Citizenship and Social Responsibility for Pepco.

"The pop-up shop is a natural fit within Goodwill's strategy to reposition its retail stores, making them a more widely acceptable shopping option while educating consumers on the agency's important workforce development mission," said Brendan Hurley, Goodwill of Greater Washington Chief

Marketing Officer. “The creative talents at Gensler and the community-minded team at Pepco helped turn the vision into reality.”

Goodwill of Greater Washington hosts its annual fashion show and gala to generate funding for its mission while also reinforcing the overall concept that quality fashions and apparel can indeed be found in Goodwill stores. The runway show will showcase quality vintage and contemporary fashions available at Goodwill Retail Stores by mixing Italian influence with contemporary dance.

All items featured in the runway show, as well as a wide array of additional quality Goodwill fashions, will be sold at the event. Money raised through the fashion show and the Edited for Goodwill pop-up will help Goodwill open a new retail store & donation center. Each Goodwill store employs between 25 and 30 people and can generate a sustainable annual profit of \$250,000. All of that revenue goes towards the fulfillment of Goodwill’s mission to provide job training and employment services to people with disabilities and disadvantages here in the Greater Washington, DC area.

About Goodwill

Goodwill of Greater Washington (GGW) transforms lives and communities through the power of education and employment. We fund that mission through the resale of donated goods at our DC area retail stores and online.

About Gensler

Gensler is a global design, planning, and strategic consulting firm networked across 42 locations on five continents. Consistently ranked by U.S. and international industry surveys as the leading architecture and interior design firm, Gensler leverages its deep resources and diverse expertise to develop design solutions for industries across the globe. For its longstanding commitment to the advancement of sustainable design, Gensler received the Leadership Award from the U.S. Green Building Council in 2005. For more information, visit our [website](#) or [blog](#), follow us on [Twitter](#), or like us on [Facebook](#).