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FOR ADDITIONAL INFORMATION:
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Goodwill Launches Community Designed Donation Bin Campaign with Applebee's

New "Kid's Bins" designed by school children to promote Goodwill mission and develop community pride of ownership

Washington, DC – While a growing number of communities are becoming inundated with unmarked donation bins or bins with dubious charitable benefit, Goodwill of Greater Washington (DC Goodwill) is launching a new campaign to make its donation bins unique, while emphasizing the charity's mission in a fun and community driven manner. The campaign is called, "Goodwill Kid's Bins".

In partnership with Applebee's, DC Goodwill is working with local schools by inviting students to design the artwork that will wrap each new donation bin placed in an Applebee's parking lot.

DC Goodwill and Applebee's are piloting the Kid's Bins campaign with Bucknell Elementary School in Alexandria, VA. The first bin unveiling will take place on Saturday, May 18th at 11AM at the Applebee's Restaurant located at 6310 Richmond Highway in Alexandria.

The schoolchildren will be introduced to the Goodwill mission of providing job training and employment services to people with disadvantages and disabilities through presentations by Goodwill that include first hand testimonials from people who have benefited from Goodwill's services.

Based on the knowledge the students glean from that introduction, the children will then create artwork inspired by the Goodwill mission, its operations or the communities it serves. The program allows the school administration full control over the implementation of the campaign internally, whether they wish to make it a competition or a full school supported effort.

Once the artwork is designed, Goodwill will have it digitized and converted into graphics that will wrap a bin that is placed in the nearest Applebee's Restaurant parking lot (see attached sample rendering).

Goodwill of Greater Washington

transforms lives and communities through
the power of education and employment.



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“We are excited about getting closer to our donors through a grass roots campaign that involves the community in its design and execution”, said Brendan Hurley, Chief Marketing Officer for Goodwill of Greater Washington. “We’re extremely grateful for the generous support of Potomac Family Dining and Applebee’s, as well as to the students and faculty of Bucknell Elementary School for their enthusiasm and pride of ownership”.

“Potomac Family Dining chose the Applebee’s brand because of our shared belief that being part of the community is fundamental to our beliefs and values. Goodwill is an ideal example of an organization committed to those same beliefs and values. Through their services for the disadvantaged and disabled they represent some of the best that our neighborhood has to offer. We are proud to be associated with them in this effort and it further emphasizes the Neighborhood that we, proudly display in our Applebee’s Neighborhood Grill and Bar name”, said Jim Rieger President and CEO of Potomac Dining Group.

Any questions about this campaign can be directed to Brendan Hurley at (202) 715-2605 or brendan.hurley@dcgoodwill.org.

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About Goodwill of Greater Washington:

Goodwill of Greater Washington (DC Goodwill) transforms lives and communities through the power of education and employment. The revenue generated from the sale of donated goods at DC Goodwill’s 14 area retail stores funds free job training and employment services for people with disadvantages and disabilities at its three career centers in NE Washington, DC, Foggy Bottom and Arlington, VA.

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