

FOR IMMEDIATE RELEASE

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Final weeks of Earth Month Donation Challenge at Goodwill NCW

Protect the planet by donating 4.5 million pounds of items in April

MENASHA, WI – Goodwill North Central Wisconsin (Goodwill NCW) is challenging communities across the state to celebrate Earth Month this April by cleaning out their closets, garages and cupboards. Donors can pitch in to protect the planet by making an extra trip to their nearest [Goodwill NCW location](#) and dropping off their gently used items, to reach a goal of diverting 4.5 million pounds of items from landfills in April. Goodwill NCW has locations in the Fox Valley, Bay Area, Central Wisconsin, North Central Wisconsin, Chippewa Valley and Coulee Region.

“Spring cleaning season couldn’t come at a better time. We are excited to challenge our communities to make extra donations in April as a great way to celebrate Earth Month,” Kris Rihn, Vice President of Retail at Goodwill NCW said. “What the public may not realize is that their donations protect the planet by giving items another chance to be reused or repurposed. For the items that do not sell in stores, we work hard to find partners that salvage or recycle materials sustainably.”

In an average year, Goodwill NCW diverts 35 million pounds or the equivalent of 875 semi-trailers of items from local landfills. In addition to contributing to a more sustainable future, donating and shopping at Goodwill NCW fuels the nonprofit’s mission of providing employment services to people in north central Wisconsin.

In recognition of Earth Month, customers will also be able to buy a limited-edition reusable bag that commemorates sustainability. Last year, by going plastic-bag free, Goodwill NCW kept more than 2.7 million plastic bags out of landfills. The public can stay up to date on the donation challenge and discover all the ways Goodwill NCW is celebrating Earth Month this year by visiting goodwillncw.org/celebrate-earth-month/.

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Goodwill North Central Wisconsin (Goodwill NCW) is a nonprofit organization with a mission of Elevating People by Eliminating Barriers to Employment. We provide pathways to those underserved, underrepresented or disadvantaged who have a goal of building job skills that lead to sustained employment and improved financial stability. We see people for who they are and believe in the power of work, within our retail stores and workplaces throughout our community. We are proud of the life-changing impact we make in our communities and to our planet with the help of our donors and shoppers. Learn more at goodwillncw.org