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Goodwill NCW Makes Protecting the Planet Easy

Donation Center relocates to new Howard location

GREEN BAY, WI – This year will mark the 55th anniversary of Earth Day on April 22. According to earthday.org, they are “once again calling on individuals, local communities, government and faith leaders, civil society, educators, and the media to unite in taking action to safeguard our future and protect the health of our planet”.

Since 1971, Goodwill North Central Wisconsin (NCW) has been helping to promote a more sustainable future. By simply donating and shopping at Goodwill NCW stores, individuals can contribute to a circular economy. By donating and shopping, individuals help Goodwill NCW divert, on average, 35 million pounds of items from landfills. To put that in perspective, that is enough to fill, approximately, 875 semi-truck trailers.

“One of our guiding principles at Goodwill NCW is being good stewards of the communities’ resources,” Chris Hess, President and CEO of Goodwill NCW said. “Sustainability is fundamental to our business model as we partner with our donors and shoppers to extend the life of items for responsible stewardship of the planet’s resources.”

Goodwill NCW makes it even more convenient to protect the planet through donations with the opening of their newly relocated Howard Donation Center. Located on Velp Avenue northwest of 41, it provides an opportunity for donors in that area to easily drop off their gently used items. Media is invited to attend the ribbon cutting of this new location with the Green Bay Chamber on Monday, April 28 at 10:30am.

Howard Attended Donation Center Ribbon Cutting	
Date/Time	Monday, April 28, 2024

Location	2331 Velp Ave, Green Bay
Details	<ul style="list-style-type: none">• Interviews available• Photo and video opportunities available

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About Goodwill North Central Wisconsin (Goodwill NCW)

Goodwill NCW is a nonprofit organization with a mission of Elevating People by Eliminating Barriers to Employment. We are committed to understanding and addressing the unique needs of our communities. We empower individuals and families, creating a lasting impact by breaking cycles of poverty and transforming lives through skill-building for 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