



FOR IMMEDIATE RELEASE

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Goodwill NCW ready to meet the need of holiday shoppers looking to stay on budget

The National Retail Federation (NRF) forecasts that holiday spending is expected to reach record levels again this year, between \$979.5 billion and \$989 billion in total during the winter holidays. NRF's latest holiday survey conducted by Prosper Insights & Analytics found consumers plan to spend a record \$902 per person on average on core holiday items including gifts, decorations, food and other holiday-related purchases this year.

This year, 92% of consumers plan to celebrate the winter holidays. If you're attending get-togethers with friends and co-workers Goodwill North Central Wisconsin (NCW) gives shoppers budget-friendly options for holiday sweaters, cocktail attire and cozy accessories.

Then there are the presents. The top toys include Legos, Hot Wheels and Barbie. In addition, with 49% of consumers hoping to receive clothing and accessories for gifts this year, things can start to add up. Goodwill NCW can keep consumers on budget.

"Goodwill is a great place for unique one-of-a-kind finds and gifts." Goodwill NCW Director of Retail Operations Emily Stadtmueller said. "From nostalgic toys to décor that exhibits the holiday spirit, our stores are stocked with items that are as special as the people you're shopping for."

Shoppers at Goodwill NCW not only find one-of-a-kind gifts, but they can also feel good about their holiday purchases. Goodwill NCW store sales support the nonprofit's mission of Elevating People by Eliminating Barriers to Employment. On average, 90 cents of every dollar in store sales is reinvested back into local communities to provide pathways that lead to sustained employment and improved financial stability.

Find more on festive ideas, and holiday promotions from Goodwill NCW here: [Spread Cheer with Goodwill NCW | Goodwill NCW](#)

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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 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