

## **Goodwill® , Partners Urge People to Donate Using the Give Back Box® this Cyber Monday**

ROCKVILLE, Md., Nov. 28 /CSRwire/ - Goodwill is partnering with leading retailers to make it easy for online shoppers to reuse, repurpose and recycle textiles and clothing this holiday season. Launched one year ago, in time for Cyber Monday, the Give Back Box platform leverages e-commerce to allow people to donate items in a unique and convenient way, without having to leave the comfort of their homes.

In fact, it's as easy as 1-2-3:

1. When you receive goods that you purchase online on Cyber Monday — or any day, for that matter — simply open and unpack new merchandise. Visit [www.givebackbox.com](http://www.givebackbox.com) to print a prepaid mailing label.
2. Pack that same box with clothing, small household items and accessories that you no longer need.
3. Attach the prepaid Give Back Box shipping label to the box. You can either drop off the box at a local UPS store or leave the box at your door for pickup by USPS to complete your donation to your nearest Goodwill organization.

As with all items donated to Goodwill, donations made through Give Back Box will create jobs and transform lives by supporting Goodwill's mission of providing employment placement, job training, skills building and other support services in local communities. In addition, donating through Give Back Box helps divert cardboard, the largest contributor to landfills. Since Give Back Box launched, more than 16,400 boxes have been given a second life (boxes shipped); and more than 197,200 pounds of items have been diverted from landfills.

"Goodwill is proud to team with some of the top names in the retail world to offer the Give Back Box platform and strengthen our ongoing effort to create jobs in communities across the country," said Jim Gibbons, president and CEO of Goodwill Industries International. "Cyber Monday is the perfect time to take advantage of this free and easy way to start the holiday season in the spirit of giving."

Retail leaders in the corporate social responsibility (CSR) and sustainability space include ASICS America, Bonobos, Bon-Ton, Bergner's, Boston Store, Carson's, Dockers, eBags, Elder-Beerman, Herberger's, Youngers, Dockers, Ecu Style, Foxcroft, Levi Strauss & Co., Outerknown, Overstock.com, REI, UncommonGoods, and Viva Terra.

This year, one of Give Back Box's anchor partners, Levi Strauss & Co. (LS&Co.), is providing an extra incentive to make your donation. For every box of donated clothing or shoes shipped to Goodwill using the free shipping label that you can download from [Levi.com/Goodwill](http://Levi.com/Goodwill) or [Dockers.com/Goodwill](http://Dockers.com/Goodwill), LS&Co. will donate \$5 to Goodwill, up to \$25,000. On Giving Tuesday, LS&Co. will increase that amount to \$10 per box.

"Give Back Box is a great idea on so many levels," said Gibbons. "By reusing boxes, you're protecting the environment; by giving to Goodwill, you're helping to provide jobs and skills training in your own community; and by donating your stuff to a good cause, you'll feel better about clearing out unwanted items from your home."

YouTube fashion influencers, Cassie and Ricci, found at ToThe9's, will extend the reach of Give Back Box messaging and awareness with a millennial fashion-focused audience. Cassie and Ricci, who will produce

unique video content featuring Give Back Box, have more than 450,000 subscribers on YouTube in addition to large social networks.

To calculate the impact of Goodwill donations, consumers can visit the Donation Impact Calculator on the Goodwill website. To learn more about the Give Back Box, visit [www.goodwill.org/givebackbox](http://www.goodwill.org/givebackbox)

#### ABOUT GOODWILL INDUSTRIES INTERNATIONAL

Goodwill Industries International (GII) is a network of 164 community-based, autonomous organizations in the United States and Canada with a presence in 13 other countries. GII is a 501(c)(3) nonprofit that is recognized by GuideStar with its Platinum Seal of Approval, the organization's highest rating for charities. GII was also ranked by Enso as the #1 brand doing the most good in the world, and was the only nonprofit brand rated in Forbes' 20 most inspiring companies for three consecutive years. Local Goodwill organizations are innovative and sustainable social enterprises that fund job training programs, employment placement and other community-based programs by selling donated clothing and household items in more than 3,200 stores collectively and online at [shopgoodwill.com](http://shopgoodwill.com)<sup>®</sup>. Local Goodwill organizations also build revenue and create jobs by contracting with businesses and government to provide a wide range of commercial services, including packaging and assembly, food services preparation, and document imaging and shredding. Last year, local Goodwill organizations collectively placed 312,000 people in employment in the United States and Canada. In addition, more than 35 million people used computers and mobile devices to access Goodwill education, training, mentoring and online learning services to strengthen their skills. To learn more, visit [goodwill.org](http://goodwill.org).

For more information or to find a Goodwill location near you, use the online locator at [Goodwill.org](http://Goodwill.org) or call (800) GOODWILL. Follow us on Twitter: @GoodwillIntl and @GoodwillCapHill, and find us on Facebook: GoodwillIntl or Instagram: GoodwillIntl.

#### About ASICS AMERICA

Anima Sana In Corpore Sano, meaning "A Sound Mind in a Sound Body," is an old Latin phrase from which ASICS is derived and the fundamental platform on which the brand still stands. The company was founded more than 60 years ago by Kihachiro Onitsuka and is now a leading designer and manufacturer of performance athletic footwear, apparel and accessories. For more information, visit [www.asics.com](http://www.asics.com). Follow @ASICSamerica on Facebook, Twitter, Instagram and YouTube for exclusive content and real-time news around ASICS products, events, and elite athletes.

#### ABOUT BON-TON STORES

The Bon-Ton Stores, Inc., with corporate headquarters in York, Pennsylvania and Milwaukee, Wisconsin, operates 267 stores, which includes 9 furniture galleries and five clearance centers, in 26 states in the Northeast, Midwest and upper Great Plains under the Bon-Ton, Bergner's, Boston Store, Carson's, Elder-Beerman, Herberger's and Younkers nameplates. The stores offer a broad assortment of national and private brand fashion apparel and accessories for women, men and children, as well as cosmetics and home furnishings. The Bon-Ton Stores, Inc. is an active and positive participant in the communities it serves.

For store locations and information visit [bonton.com](http://bonton.com). Join the conversation and be inspired by following Bon-Ton on Facebook, Twitter, Instagram, Pinterest and the fashion, beauty and lifestyle blog, #LoveStyle.

#### ABOUT BONOBOBOS

Bonobos is a clothing brand focused on delivering great fit, excellent customer experience, and a fun approach to menswear. Launched online in 2007 with its signature line of better-fitting men's pants, Bonobos is now the largest apparel brand ever built on the web in the United States, offering a full menswear assortment. In 2011, Bonobos pioneered the innovative offline concept, launching Bonobos

Guideshops, e-commerce stores that deliver personalized, one-to-one service to those wanting to experience the brand in person. To date, Bonobos has 22 Guideshops across the United States. In 2012, Bonobos expanded its distribution partnering with Nordstrom, bringing Bonobos apparel into all 118-doors nationwide and to Nordstrom.com. Bonobos was named “One of America’s Hottest Brands” by Advertising Age, “Best Men’s Pants” by New York Magazine, and was twice awarded Crain’s “Best Places to Work in New York City”. Visit [www.bonobos.com](http://www.bonobos.com).

#### ABOUT EBAGS

With more than 17 years in the travel goods industry and 27 million bags sold, eBags is the leading online retailer of luggage, backpacks and travel-related accessories. The company is devoted to helping its customers find the perfect travel gear for any journey. Ranked a top luggage retailer in 2016 by Consumer Reports, eBags features more than 90,000 products from over 900 brands, including Tumi, Samsonite, Bose, Kenneth Cole, Patagonia, The North Face, PrAna and more. For more information, visit [eBags.com](http://eBags.com)

#### ABOUT FOXCROFT

For over 30 years, we’ve made it our mission to craft clothing built on ease and polish. Our story begins with a single shirt and a vision. The classic button-down, custom made for women. From perfecting the fit to adding signature details that make a Foxcroft shirt stand out from the rest, we didn’t stop until we got it right.

The same commitment means we’ve made keeping up with evolving lifestyles a top priority. We built our own state-of-the-art facilities to develop exclusive non-iron technologies and fabrics with benefits you won’t find anywhere else. So every Foxcroft style works harder, performs better and looks impeccable longer.

Today, Foxcroft offers a full range of fashions designed in New York City to meet the needs of the modern woman. Because we believe that effortless is more than a buzzword, it’s a way of life.

#### ABOUT LEVI STRAUSS & CO.

Levi Strauss & Co. is one of the world's largest brand-name apparel companies and a global leader in jeanswear. The company designs and markets jeans, casual wear and related accessories for men, women and children under the Levi's®, Dockers®, Signature by Levi Strauss & Co.™, and Denizen® brands. Its products are sold in more than 110 countries worldwide through a combination of chain retailers, department stores, online sites, and a global footprint of approximately 2,800 retail stores and shop-in-shops. Levi Strauss & Co.'s reported fiscal 2015 net revenues were \$4.5 billion. For more information, go to <http://levistrauss.com>.

#### ABOUT OUTERKNOWN

Founded by eleven-time world champion surfer, Kelly Slater and acclaimed menswear designer John Moore, Outerknown is a menswear brand that explores the relationship between style and sustainability. Our intention is to protect our natural resources and inspire change within the fashion industry by approaching every aspect of the business through the lens of responsibility. From the sourcing of raw materials to the human beings who make our garments, we look to make the best decisions for the greater good and bring our customers along on the journey. Outerknown launched in 2015 and is sold at [outerknown.com](http://outerknown.com) and at select premium retailers worldwide.

#### ABOUT OVERSTOCK.COM

Overstock.com, Inc. (NASDAQ:OSTK) is an online retailer based in Salt Lake City, Utah that sells a broad range of products at low prices, including furniture, rugs, bedding, electronics, clothing, and jewelry. Worldstock.com is dedicated to selling artisan-crafted products from around the world whereas Main Street Revolution small-scale entrepreneurs in the U.S. by providing them a national customer base.

Overstock has additional community-focused initiatives such as a Farmers Market and pet adoptions. Forbes ranked Overstock in its list of the Top 100 Most Trustworthy Companies in 2014. Overstock sells internationally under the name O.co. Overstock (<http://www.overstock.com> and <http://www.o.co>) regularly posts information about the company and other related matters under Investor Relations on its website.

#### ABOUT UNCOMMON GOODS

UncommonGoods is an online and catalog retailer of creatively designed, high quality products. Based in Brooklyn, NY, UncommonGoods is proud to offer products that are handmade with impeccable craftsmanship and that are made from interesting, unusual, reclaimed, or recycled materials. In 2007, UncommonGoods became a founding B Corporation, a certification that designates companies who are using the power of business to solve social and environmental problems.

#### ABOUT VIVATERRA

VivaTerra was born on the coast of California in 2004 from a vision to provide an eco-friendly décor option at a time when there were few available. Our founders held a passionate belief that there was no need to compromise natural resources or environmental health in pursuit of a beautiful home. In 2014, during our 10th anniversary, VivaTerra was relocated to the East Coast in Virginia.

Today, VivaTerra continues its mission to help you transform your home into a natural sanctuary filled with beautiful, uncompromising products. We source from and support artisan communities in more than 20 countries across the globe, as well as seek out fairtrade partners and sustainable methods of production. Our product selection continues to grow and evolve, while maintaining an assortment that makes us the source for contemporary, culturally inspired eco-style.

For more information, please contact:

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