

## FOR IMMEDIATE RELEASE

April 20, 2026

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### Goodwill NCW Makes Protecting the Planet Easy

*Donation drive with KISS FM to commemorate Earth Day*

**MENASHA, WI** – This year for Earth Day, April 22, earthday.org has selected the theme of “Our Power, Our Planet”, stating that, “Local systems continue implementing solutions that strengthen energy reliability, conserve resources, and reduce risk...” Goodwill North Central Wisconsin (NCW) will support and commemorate Earth Day with a “donation drive”, in partnership with Woodward Media, on April 25.

Since 1971, Goodwill NCW has been contributing to a more sustainable future through the promotion of reuse. By collecting and selling donated goods, Goodwill NCW helps our communities extend the life of usable items. On April 25, at the Darboy Goodwill location from 10am-12pm, the public is invited to support these practices by dropping off their gently used donations during a live remote broadcast with 95.9 KISS FM and celebrating with fun giveaways.

“Donations are the lifeblood of our mission—Elevating People by Eliminating Barriers to Employment,” said Chris Hess, President and CEO of Goodwill NCW. “Every donation fuels that mission while also helping divert an average of 35 million pounds of material from Wisconsin landfills each year. We’re grateful for the community support that makes both possible.”

Data from a current UW-Madison study shows that Goodwill NCW donors and shoppers help contribute to the local circular economy. On average, Goodwill NCW diverts 35 million pounds of items from landfills annually (enough to fill, approximately, 875 semi-truck trailers). Other sustainable data points include:

- Since Goodwill NCW went plastic bag-free three years ago (2023), more than 11 million bags have been kept out of landfills.
- Goodwill NCW building upgrades have cut CO<sub>2</sub> emissions by 1.76 pounds
- Secondhand shopping and donating can extend the lifecycle of clothing by over 2 years and reduce textile emissions by 50%.
- Donations fuel job programs for those who have a goal of learning new job skills.

<b>Goodwill NCW Donation Drive</b>	
Date/Time	Saturday, April 25 from 10am-12pm
Location	Goodwill NCW Darboy store N189 Stoney Brook Rd, Appleton
Details	<ul style="list-style-type: none"> <li>• Live remote broadcast with 95.9 Kiss FM</li> <li>• Giveaways</li> </ul>

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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 who are 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](http://goodwillncw.org)