

# **NEWS** **RELEASE**

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For Immediate Release

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## **Goodwill of Southern Nevada enters, the E-Commerce industry** **Goodwill hires industry leader, INDABA** *Opportunities abound with union*

(Las Vegas)— Goodwill of Southern Nevada, Inc. today announced it partnered with Indaba to expand the non-profit's presence in the E-commerce arena.

The new partnership provides an expanded opportunity for customers World Wide to purchase books online through Goodwill's new e-books, e-commerce site. [www.goodwilldiscountbooks.com](http://www.goodwilldiscountbooks.com).

"This year, it was our goal to increase our retail sales," said President of Goodwill, Steve Chartrand. "The new partnership with Indaba allows us to help achieve this in the non-traditional brick and mortar thrift store business thus allowing us to reach a much broader customer base. In fact, with our early success, it looks like our e-books program, headed up by Lani Lousignont, our special projects coordinator, will allow us to increase our individuals served by 272 annually. This is tremendous and sometimes just emotionally overwhelming how beneficial this program is becoming," says Steve.

According to Gary Jones, the president and Co-founder of Indaba, the company spent over 5 years developing the software to where, it's now an incredible resource for their non-profit organizations. "Each organization is now able to increase their mission and people served, through their customized e-commerce sites. Indaba is committed to helping non-profit organizations, through their e-commerce technology, enter in to a business venture that literally will help maximize each organizations donated goods," says Gary.

"Phase two of Goodwill's e-commerce site is what's going to really be exciting," says Gary Jones.

Indaba and Goodwill began talks in late 2007 and Goodwill was up and running by January of 2008.

"Goodwill is an excellent example of an organization that understands the non-traditional methods of increasing their business," said Gary. "With the increased sales, through their e-commerce program [www.goodwilldiscountbooks.com](http://www.goodwilldiscountbooks.com), Goodwill will be able to further their programs and allow more people in Las Vegas to further their careers and be independent. We are honored to be associated with such a reputable organization."

Goodwill of Southern Nevada, Inc. is a non-profit organization with a mission to enable citizens with disabilities to start new careers and lives of independence. The fastest-growing workforce development service provider in Southern Nevada since 1997, Goodwill's earns **\$13.0 million** in retail sales annually. The organization is headquartered at 1280 W. Cheyenne Ave. in Las Vegas; Goodwill can be reached at 702.214.2000. The Website can be visited at [www.sngoodwill.org](http://www.sngoodwill.org).

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