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For Immediate Release

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Goodwill of Central & Southern Indiana to Open its Clarksville Outlet Store on October 29
Buy-By-the-Pound Model Has Been Popular with Shoppers Since 2005

Goodwill of Central & Southern Indiana is celebrating the opening of its Clarksville Outlet Store at 1212 Applegate Lane on Tuesday, October 29, at 9 a.m. Built on the site of a former Goodwill store that was relocated late last year to 1319 Applegate Lane, the Clarksville Outlet features 13,500 square feet of buy-by-the-pound bargains. Store hours are Monday to Saturday, 9 a.m. to 9 p.m., and Sunday 11 a.m. to 7 p.m.

Unlike traditional Goodwill stores, in which items are individually priced on shelves and racks, Goodwill Outlets feature merchandise bins that rotate every few hours. In the bins, customers will find clothing, toys, games, electronics, housewares, glass, ceramics and more – all priced at $1.29 per pound.

When they're ready to check out, a customer will roll their shopping cart to a floor scale, where the cart's weight will be automatically deducted. Books are also available for sale, priced at $0.50 per paperback and $0.75 per hardback. Merchandise bins, including book bins, rotate every few hours. Outlet shoppers will see several product refreshes throughout the day.

"Our Outlets offer a second-chance buying opportunity for items that didn't sell in our traditional stores. It's one way to maximize the value of every donation. Items have several chances to generate revenue for our mission," said Kent A. Kramer, Goodwill of Central & Southern Indiana's president and CEO. "This shopping model has proven successful in the Indianapolis market for nearly 15 years. Die-hard thrift shoppers love it."

Along with the new shopping experience comes new jobs. The Clarksville Outlet (and its connected warehouse) is expected to employ between 100-120 part-time and full-time associates. The location is still hiring, and anyone who is interested can apply online at goodwillindy.org/jobs.

"Since the Indianapolis-based and Clarksville-based Goodwills merged in 2017, we have continued our commitment to bringing jobs and other opportunities to this region," said Kramer. "We've done that nearby with The Excel Center, our high school for adults, and we're doing it with the new jobs at this Outlet, many of which will go to individuals with backgrounds that are often considered employment barriers, like the lack of a high school diploma or a criminal history."

Nearly two-thirds of Goodwill's 2,900 retail employees in central and southern Indiana face one or more such obstacles to employment. Employees have access to a variety of resources to help them increase their education and future employability. When they're ready for a transition, Goodwill helps employees connect with higher-wage positions within the organization or with other employers.

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"Our mission is all about helping people – helping them increase their independence and reach their potential," said Kramer. "That's what happens when people shop at our stores, donate clothing and other items, volunteer or support us through financial gifts. I can't thank Hoosiers enough for their support."

In addition to its employment opportunities and The Excel Center high school, Goodwill also operates The Children's Learning Center in Clarksville and offers its maternal-child health program, Nurse-Family Partnership, in communities throughout the region. For more information, visit goodwillindy.org.

About Goodwill of Central & Southern Indiana
Goodwill of Central & Southern Indiana changes lives every day by empowering people to increase their independence and reach their potential through education, health and employment. Goodwill serves 39 Indiana counties and operates more than 70 retail locations, as well as charter schools for adults and youth, a maternal-child health program, a child care center and more.

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