

Goodwill Industries

of Southeastern Louisiana, Inc.



Media Advisory:
July 29, 2011

Contact: Sabrina Written
Cell: 504.421.0137

Thrift Store Documentarian Lands at Goodwill in New Orleans to Document What New Orleanians Buy & Donate

WHAT: All Thrifty States, a photographic essay project, promotes a healthy consumer product cycle that includes saving natural resources, energy and money by purchasing used goods. The project is spearheaded by Jenna Isaacson, a Washington-DC based independent visual journalist and lover of all things thrift. Isaacson has been traveling country since June 18th in a fuel-efficient RV from Cruise America. Isaacson will be at Goodwill Store at 3400 Tulane Avenue today photographically documenting Goodwill stores and discussing thrift store trends and the benefits of leading a more 'secondhand' consumer lifestyle in today's economy.

WHEN: Today, July 29
1:30 PM-2:30 PM

WHERE: Goodwill Retail Store & Donation Center
3400 Tulane Avenue
New Orleans, LA 70119

WHY: "With Thrifty States, my goal is for consumers to have a better understanding of the positive aspects of secondhand shopping, which include helping people served by nonprofits, shrinking landfills, reducing clutter, saving money for municipalities and boosting the economy," said Jenna Isaacson, founder of All Thrifty States. "Goodwill is one example. They divert more than 2 billion pounds of goods from the landfills each year, and utilize eight out of every 10 dollars from the sales of those goods to provide job training for people facing challenges to finding employment."

PHOTO/INTERVIEW OP: Isaacson believes that thrift stores not only make an impact on the environment, but provide a window on the story of America's communities through the observation of things they once owned. Thrift stores contain a distinct variety of items that are reasonably priced, stylish and fun, and say a lot about the community that surrounds it.