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**A New Goodwill Retail Store & Donation Drive Thru
Opens March 31st on Coursey Boulevard**

(March 29, 2010) – Goodwill Industries of Southeastern Louisiana, Inc. (Goodwill) invites shoppers and donors to the March 31st grand opening of its brand new retail store and donation drive thru, located at 10778 Coursey Boulevard, next to Chimes Restaurant. A 9:00AM ribbon cutting marks the occasion with doors opening immediately thereafter. This is Goodwill's second store in the Baton Rouge area and its 14th location in Southeastern Louisiana.

The Coursey Boulevard store offers 10,000 square feet of treasures galore from a wide selection of donated goods including clothing, jewelry, books, household items, electronics and furniture. Store and donation drive thru hours are Monday through Saturday 9 am – 8 pm and Sunday Noon – 6 pm.

Revenue generated through the sale of donated goods supports Goodwill's programs and services offered to people with disabilities and other barriers living in the Southeastern Louisiana. More than 80 cents of every dollar earned in its retail stores support mission programs and services.

"We are very excited about serving the needs of the Baton Rouge community through the opening of our latest location. We're proud to report that 18 new jobs have been created of which six are filled by people with disabilities," said William L. Jessee, Goodwill's President and CEO. "Our new store also provides much needed space for the generous donations we receive and offers our donors a convenient donation drive-thru."

The Coursey location also marks the debut of Goodwill's new design prototype to the Baton Rouge market. "With our new store layout, customers enjoy wide aisles, multiple dressing rooms, and a greater selection of goods," said Robert Reese, Goodwill's Vice President of Retail Operations. "These factors, combined with easy accessibility for members of the Sherwood Forest and East Baton Rouge community, make Goodwill on Coursey a great shopping experience for shoppers and donors alike."

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Goodwill is a 501 (C) non-profit organization dedicated to offering opportunities to people with disabilities and other employment disadvantages to improve their economic self-sufficiency through training, education, support services and employment. Goodwill serves 23 parishes of southeastern Louisiana and operates 14 retail store/donation centers.