



FOR IMMEDIATE RELEASE

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Media Contact:

Megan Bandy, Marketing Communications Coordinator I

Cell: (843) 259-6505

mbandy@palmettogoodwill.org

PALMETTO GOODWILL NAMES JASON BARIL VICE PRESIDENT OF DONATED GOODS RETAIL

Will provide leadership over retail, e-commerce, and transportation

North Charleston, SC – Palmetto Goodwill is proud to announce the appointment of Jason Baril, a proven retail leader with over 20 years of experience, to its executive team as the new Vice President of Donated Goods Retail.

In this role, Baril will lead operations of the organization's 33 retail stores and e-commerce while overseeing the transportation of donated goods across Palmetto Goodwill's 18-county territory. Baril joins the organization with extensive experience as a retail store and operations management professional, having previously served as Regional Director for Dollar General.

"After a thorough national search, I am excited to welcome Jason to our team," said Brian Itzkowitz, Palmetto Goodwill's President and CEO. "Jason's people-first leadership will make a huge impact on ensuring that every team member has the opportunity to thrive. When the team thrives, our donors and shoppers will see that reflected in their experiences, leading to more community impact from Palmetto Goodwill in lower South Carolina."

Palmetto Goodwill's mission is changing lives by providing equitable access to training, education, and employment—last year, nearly 3,500 community members gained new jobs as a result of Palmetto Goodwill's programs—which is largely driven by its retail operations. "Our mission starts with our donors and shoppers," said Itzkowitz. "With Jason's expertise and emphasis on people, we can make our in-store experience even greater and more meaningful, ensuring our supporters know they are a part of changing lives."

About Palmetto Goodwill

Palmetto Goodwill is a non-profit social enterprise whose mission is changing lives by providing equitable access to training, education, and employment. In operation since 1979, Palmetto Goodwill operates 33 thrift stores/donation centers, 9 Career Opportunity Centers and 17 commercial/government contracts to support its mission throughout its 18-county territory. To learn more visit palmettogoodwill.org