



FOR IMMEDIATE RELEASE

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PALMETTO GOODWILL TO HOST SHINING STAR AWARDS LUNCHEON ON MAY 10

Event brings together hundreds for fashion show and awards ceremony to highlight Goodwill's community impact

North Charleston, SC – Palmetto Goodwill will host its signature annual [Shining Star Awards Luncheon](#) on Wednesday, May 10 at the College Center of Trident Technical College from 11:30 a.m. to 1:30 p.m.

All are invited to celebrate Palmetto Goodwill's community impact and honor three community members who have maximized their full potential through Palmetto Goodwill's mission of changing lives by providing equitable access to training, education, and employment. Prepare to be inspired as Palmetto Goodwill's award winners share personal stories of overcoming barriers to achieving success.

For the first time, this year's event will feature the [Turning Jeans into Dreams](#) fashion show. Local TV personalities and Palmetto Goodwill team members will model donated jeans re-fashioned by local designers. These jeans will be auctioned off at the event to help raise funds in support of Palmetto Goodwill's mission.

"This is such a special event, for our award winners who have overcome tremendous obstacles and changed their lives for the good—and also for our donors, partners, and supporters, who without their support, Goodwill would not be in a position to offer the resources to help people thrive," said Brian Itzkowitz, President and CEO. "Last year alone, we helped nearly 3,500 people connect to employment, and this event lets us celebrate how this happens through partnership and collaboration."

[Sponsorship opportunities](#) are available for purchase or individual [tickets](#) can be bought for \$50 a person. Lunch will be provided for all in attendance. Full details can be found at palmettogoodwill.org/shiningstar/.

In 2022, thanks to generous support from donors and shoppers, Palmetto Goodwill diverted millions of pounds of waste from area landfills and provided services and training to over 10,000 people.

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