



PRESS
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Salt Bowl Rivalry Sparks Community Giving Annual Donation Drive Between Benton and Bryant Kicks Off August 14

LITTLE ROCK, Ark. (August 13, 2024) — The spirit of competition is heating up in central Arkansas, but this time, it's not just about football. The iconic Salt Bowl rivalry between Benton and Bryant is once again extending beyond the gridiron, challenging both communities to make a lasting impact through the 2024 Salt Bowl Donation Drive Competition.

Starting Wednesday, August 14 and running through Thursday, August 29, students, families, and community members have the chance to turn their gently used items into a game-changing victory for their school district and neighbors in need.

Here's how you can join the action:

1. **Donate Items:** Drop off gently used clothing and household items at your local Goodwill store in Benton or Bryant.
2. **Give Online:** Can't make it to a store? No problem! Visit GoodwillAR.org/saltbowl to make a monetary donation to your school of choice.

The stakes are high, with the winning district set to receive:

- A \$1,500 check for school programs AND \$500 in Goodwill gift cards for families in need

The runner-up doesn't go home empty-handed, scoring:

- A \$1,000 check for their district AND \$500 in Goodwill gift cards for community support

The final tally will be conducted on Thursday, August 29, with the victorious district crowned just before kickoff at 6:30 p.m. on Friday, August 30. The winning team will not only secure bragging rights but also a trophy symbolizing their community's generosity.

But the real winners? The thousands of local families who will benefit from the education, training, and employment assistance programs funded by these donations.

Ready to make your donation count? Visit your local Goodwill store or [click here](#) to donate online and score a touchdown for your community today!

About Goodwill Industries of Arkansas

Goodwill Industries of Arkansas is a 501(c)(3) nonprofit organization dedicated to changing lives through education, training and employment. In the last fiscal year, our career services team helped 498 people find work at companies around the state. Through our various education, training and employment programs, GIA provided services to 6,345 Arkansans. Since opening in 2017, 190 adults in Arkansas have graduated high school and earned their diplomas through The Excel Center[®], Goodwill's high school for adults 19 years or older. The Academy at Goodwill, licensed by the Arkansas State Board of Private Career Education, is a trade school that provided training and certifications to 2,524 individuals in FY23 to secure new employment and advance careers. Goodwill also offers reentry services for those coming out of justice-involved situations to help train and find employment. Visit GoodwillAR.org for more information.

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