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## **Goodwill Industries of Arkansas Wins International Award for Viral Music Video and Song, “Take Me Thriftin’”**

**LITTLE ROCK, Ark. (July 11, 2024)** —Goodwill Industries of Arkansas (GIA) has received the highest honors in the international 2024 Hermes Creative Awards. With more than 6,500 entries worldwide, the “Take Me Thriftin’” marketing campaign earned a Platinum Award, the organization’s highest award, in the Strategic Communications/Marketing category. Each year, the Hermes Creative Awards evaluates the industry’s best work in publications, branding collateral, websites, videos, advertising, marketing and communications programs.

Goodwill Industries of Arkansas (GIA) partnered with viral internet duo Toasters ‘N’ Moose, of “Taste the Biscuit” video fame, to write and record an original song and music video, “Take Me Thriftin’” to celebrate the joys and benefits of thrifting.

““It’s been validating to see the success of this campaign going viral and the reaction from Toasters ‘N’ Moose and Goodwill fans alike,” stated Brian Marsh, president and CEO of GIA. “By intersecting thrift and pop culture, we knew it could really strike a chord with the public and hopefully educate people on how Goodwill supports the community.”

“To date, the campaign has garnered more than 12 million combined social media views,” added Shannon Boshears, GIA’s senior vice president of development. “We’ve coined it, ‘Socialanthropy’ – partnering with social media influencers to shine a light on our mission of changing lives through education, training and employment. And we’re honored this campaign has received an international award to recognize our work.”

Toasters (Estelle Piper) ‘N’ Moose (Tom Shaw), a fictional 70’s pop duo, exploded on the internet with the video performance of the song, “Taste the Biscuit” from the 2010 mockumentary, “Chickens in the Shadows,” written and produced by Vincent Gargiulo. The sky-

rocketing popularity of “Taste the Biscuit” made them one of the most popular social media darlings in history.

This past May, GIA hosted Toasters ‘N’ Moose in Arkansas, along with Gargiulo who was commissioned by GIA to write “Take Me Thriftin’,” to tour several Goodwill stores across Arkansas that included Little Rock, Springdale and Batesville, to record the music video. The unpublicized tour was tagged the, “Groovin’ with Goodwill Recycled Rhythms Take Me Thriftin’ Goodwill Tour.”

On June 1, fans from around the region descended on a local Little Rock Goodwill to witness the store transformed into a full-blown concert venue featuring a live performance by Toasters ‘N’ Moose and the debut of the new song and video. To view more information on the world premiere and “Take Me Thriftin’” videos, visit [www.goodwillar.org/takemethriftin](http://www.goodwillar.org/takemethriftin).

Hermes Creative Awards is administered and judged by the Association of Marketing and Communication Professionals (AMCP). The international organization consists of several thousand marketing, communication, advertising, public relations, media production, and freelance professionals. AMCP oversees awards and recognition programs, provides judges, and rewards outstanding achievement and service to the profession.

AMCP judges are industry professionals who look for companies and individuals whose talent exceeds a high standard of excellence and whose work serves as a benchmark for the industry. Winners were selected from over 200 categories grouped under advertising, publications, marketing/branding, integrated marketing, public relations/communications, electronic media and pro bono. Entries were submitted by corporate marketing and communication departments, advertising agencies, PR firms, design shops, production companies, and freelancers.

A list of Platinum and Gold Winners can be found on the Hermes Creative Awards website at [www.hermesawards.com](http://www.hermesawards.com).

### **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 incarceration to help train and find employment. Visit [GoodwillAR.org](http://GoodwillAR.org) for more information.

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