

Goodwill Industries of Central Indiana, Inc.

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Local Goodwill sells vintage Barbie for \$1,200

What started out as a toy for young girls is now one of the most sought-after collectibles by adults.

The original 1959 No. 1 Barbie, with her signature black-and-white zebra-striped swimsuit and topknot ponytail, was one of six vintage Mattel Barbies that were recently sold online by the local Goodwill for \$1,200. Barbie sold for \$3 in 1959. Prices now range from the hundreds of dollars to thousands for these vintage dolls.

The classic Barbie made an online emergence for a new generation of antique collectors and internet shoppers through shopgoodwill.com, Goodwill's online auction site. Goodwill's online store offers a wide array of antiques and collectibles selected from Goodwill's inventory of donated goods. Goodwill organizations nationwide sell items on the online auction site.

The online service was initiated by the Goodwill of Orange County and launched locally in 2000. Over the past seven years, Goodwill Industries of Central Indiana has received and auctioned off other popular collectibles such as quilts, paintings and more recently a Wyandotte litho tin truck toy, a Takamine 12-string acoustic/electric guitar and an autographed Indianapolis Colts' jersey.

"Through shopgoodwill.com, we receive very rare antiques and collectibles," said Jennifer Campbell, merchandise product manager. "It's just amazing how this online shopping phenomenon is yet another way for shoppers to contribute to our mission of helping people find jobs."

Revenues generated from the sale of donated goods supports Goodwill's services to help improve the education, skills, employability and economic self-sufficiency of adults and the future employability of young people in central Indiana.

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