



West Salem Goodwill® Store Coming Soon

FOR IMMEDIATE RELEASE:

December 7, 2010

Roanoke, VA. Work is well underway on Goodwill Industries® of the Valleys' newest retail store in Salem. Scheduled to open on January 6, 2011, the store will be located at 1830 West Main Street (the former Dave Sarmadi Mitsubishi location). The new store will offer the community over 7,000 square feet of retail space to shop for high quality, low cost furniture, books, household items, and clothing for the entire family, as well as a convenient drive-thru donation center.

"Goodwill is excited to expand to better serve the Salem community," states Bruce Phipps, President & CEO. "In 2010 Goodwill will assist over 40,000 individuals, and in this difficult employment market will place more than 1,400 people into jobs in our community. When the community donates and shops at Goodwill, they are helping people achieve the pride, dignity, and self respect that come from real work."

Goodwill retail stores support the training and employment programs for individuals who face barriers to employment. Last year the donated goods operation generated \$24.1 million in revenue and provided over 578 jobs in the communities served by Goodwill in Virginia. The new store, Goodwill's 32nd store location, will employ 17 people, including supervisory positions.

The new Salem location's proximity to local businesses and residential neighborhoods will make it convenient to shop and donate. An Attended Donation Center is currently located in the parking lot and is open Monday – Saturday from 9am - 5pm and Sunday, noon - 5pm. Goodwill accepts gently used clothing, household items, furniture, small appliances, and computers of any brand and condition. Once open, the store and donation center hours will be Monday – Saturday from 8am – 9pm and Sunday noon – 6pm.

The Career Opportunities page on the Goodwill website, www.goodwillvalleys.com, provides a complete listing of job opportunities available both at the new store and throughout the organization.

Goodwill Industries of the Valleys, a United Way partner organization headquartered in Roanoke, serves 31 counties and 14 cities in the New River, Roanoke, and Shenandoah Valleys. Its mission is to help people and families in our community achieve a better life through work and independence.

###

For more information, contact:

Suni Heflin
Marketing Manager
(540) 581-0620, Ext. 174
sheflin@goodwillvalleys.com