



Goodwill® Announces Grand Opening Ceremony of New Store in Verona

FOR IMMEDIATE RELEASE:

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Roanoke, VA. Goodwill Industries® of the Valleys is excited to announce the grand opening ceremony of its newest retail store in Verona, located at 465 Lee Highway (Suite 113) in the Rite Aid shopping center. The grand opening is scheduled for Thursday, January 19th with a “Tie” cutting ceremony at 8:45am. During the ceremony local officials, community leaders, and Goodwill representatives will welcome the new store to the community. The doors will open for shoppers at approximately 9am.

During the grand opening festivities, which will continue through Sunday, January 22nd, shoppers will have the opportunity to win a new 40” flat screen television, as they take advantage of high quality, low cost shopping for the entire family and their home.

Adding to the weekend festivities, Mix 93.1FM will host a live remote on Saturday, January 21st from 11am–1pm. Families are encouraged to shop Goodwill, get a free balloon for the kids, enter to win, and enjoy thousands of unbeatable bargains.

Goodwill retail stores support the training and employment programs for individuals who face barriers to employment. Last year the donated goods operation generated \$30 million in revenue and provided over 650 jobs in the communities served by Goodwill in Virginia. The new store will add 13 new jobs including supervisory positions. Goodwill currently operates 31 retail stores with Verona being the 32nd location.

“Shopping and donating at the new Verona Goodwill store will be convenient with its high visibility location on Route 11,” states Bruce Phipps, President and CEO. “We are excited to be part of the Verona community and have already received a very warm welcome.”

Goodwill accepts gently used clothing, household items, furniture, small appliances, and computers of any brand and condition. Once open, store and donation hours will be Monday – Saturday from 8am – 9pm and Sunday noon – 6pm.

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. In 2011 Goodwill served 75,734 people and placed 2,111 into competitive community employment.

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