



Two Goodwill® Retail Locations Expand to Better Serve New River Valley

FOR IMMEDIATE RELEASE:

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Roanoke, VA. Goodwill Industries® of the Valleys is proud to announce the opening of the first Goodwill Bookstore. Scheduled to open Wednesday, March 2nd, it will be located next door to the Christiansburg Goodwill store at 255 Peppers Ferry Road. Bookstore hours will be the same as the existing Goodwill store, Monday through Saturday 8am – 9pm and Sunday Noon – 8pm. Customers will enjoy the atmosphere of a traditional bookstore with books sorted by categories including Fiction, Non-Fiction, How-To, Romance, and more. Paperbacks in the new store will sell for \$0.75 and hardbacks for only \$1.00. Specialty books will be available and will be priced as marked. The new bookstore will add three new jobs in the community.

The new bookstore, although the first in the area, is not a new concept for Goodwill. Across the country other Goodwill organizations have similar stores, which have been very successful in generating critical dollars to support the mission. The Christiansburg Bookstore will carry the same high quality books, for the entire family, that customers are accustomed to finding at Goodwill. Clothing, shoes, accessories, and household items, including furniture, will still be available next door in the traditional Goodwill store.

In addition to the new bookstore in Christiansburg, Goodwill has also expanded the Pearisburg Store. This expansion has increased the existing sales floor by more than 1,000 square feet and has resulted in the addition of one full time position to the Pearisburg community. The Pearisburg Goodwill Store is open Monday – Saturday from 8am – 9pm and Sunday from Noon – 6pm.

“We are very excited about the expansions and job creation in the New River Valley,” states Bruce Phipps, President & CEO. “Goodwill stores are not only a low cost shopping alternative for the entire family, but also an economic development engine in the communities where they are located; generating sales tax revenue, jobs, and critical dollars to support Goodwill’s mission of helping people get back to work.”

The gently used clothing and household items that are generously donated by the community help support the training and employment programs for individuals who face barriers to employment, including those who have been laid off or lost their job due to company closing. Last year the sale of donated goods generated over \$27.5 million in revenue and provided more than 650 jobs throughout Goodwill’s service area in Virginia. Goodwill recycling and salvage efforts also kept more than 13.5 million pounds of material out of area landfills last year.

Goodwill Industries of the Valleys, a United Way partner organization headquartered in Roanoke, serves 31 counties and 14 cities in the Roanoke, New River and Shenandoah Valleys. Its mission is to help people and families in our community achieve a better life through work and independence. In 2010 Goodwill Industries of the Valleys served over 60,000 individuals and placed 1,784 in competitive community employment.

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