

Media Alert



For Immediate Release
September 1, 2016

Goodwill Stores Celebrate Labor Day Weekend with a Buy One, Get One Free Sale

A promotional graphic for a "Buy One, Get One Free" sale. The background is blue with a red and white wave at the bottom. On the left, the word "Summer" is written in a white cursive font. Below it, "BO" and "GO" are written in large, bold, red letters with white outlines. To the right of "BO" and "GO", the words "BUY ONE" and "GET ONE FREE!*" are written in white, bold, sans-serif capital letters. On the right side of the graphic is a photograph of a woman with curly hair, wearing sunglasses and a colorful top, smiling and holding her hands up to her eyes. In the bottom right corner of the graphic is the Goodwill logo. At the bottom left of the graphic, the text "You Donate & Shop. We Train. People Work." is written in white on a red background. At the bottom right of the graphic, there is a small text box with the following text: "*Buy one, get one of equal or lesser value free. Applies to Summer Clothing Only and includes: Mens, Womens, and Childrens Sleeveless & Short Sleeve Blouses, Shirts & Dresses; Shorts, Capris, Skirts, Swimwear, and Summer PJs. Does not include: Winter Clothing, New Merchandise, E-Commerce, or Outlet Store Merchandise."/>

Summer **September 3-4**

BO BUY ONE
GO GET ONE FREE!*

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Goodwill is celebrating the last official weekend of summer with a great summer sale! Saturday, September 3rd and Sunday, September 4th Goodwill will have buy one, get one free pricing on summer clothing.*

"We are excited to offer our customers an even greater way to save on the high quality, already low cost clothing that is available at Goodwill," states Mindy Boyd, Vice President of Donated Goods. "We hope through the sale we will also have customers come through our doors that may be new to the Goodwill shopping experience and they will return again and again."

Goodwill stores support job training and employment programs that help people get back to work. Last year, Goodwill Industries of the Valleys assisted over 45,000 people in their quest to advance their skills and helped more than 4,200 individuals obtain jobs throughout our communities. With nearly 70% of Goodwill revenues generated through the sale of donated goods when the community donates and shops, Goodwill is able to train people and help them find work.

For a listing of Goodwill stores and their hours please visit www.goodwillvalleys.com/shop. Outlet stores in Salem and Staunton are not part of the sale.

**The sale applies to summer clothing only and includes: men's, women's, and children's sleeveless and short sleeve blouses, shirts, and dresses; shorts, capris, skirts, swimwear, and summer pajamas. The sale does not include, winter clothing, new merchandise, e-commerce, or Outlet Store merchandise.*

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