

# Media Alert

For Immediate Release

August 24, 2017



## Goodwill Store on Melrose Avenue in Roanoke to Become a Simply Goodwill Store on Monday, August 28<sup>th</sup>



Goodwill Industries® of the Valleys is excited to announce the opening of its first Simply Goodwill store on Monday, August 28<sup>th</sup>. The store will be located at 2502 Melrose Avenue, NW, adjacent to the Goodwill Melrose Jobs Campus.

“Over the years our Goodwill stores have evolved to keep up with the expectations of today’s shoppers,” states Mindy Boyd, Vice President of Donated Goods. “However we still have many shoppers who are looking for that traditional Goodwill shopping experience they remember from their childhood. Simply Goodwill will give them that experience.”

The store will feature a lower pricing structure than traditional Goodwill stores located throughout the valley. Clothing for adults will start as low as \$2.75 and Children’s clothing at \$1. There will also be standard pricing for many items including kitchen and household items, media including DVDs and video games, books, and more. The store will also feature 100% donated merchandise, including jewelry.

The existing Goodwill store that is located in the future home of Simply Goodwill will be closed on Sunday, August 27<sup>th</sup> in preparation for the opening of Simply Goodwill on Monday at 8am. Regular store hours will be Monday through Saturday from 8am to 7pm and Sunday from Noon to 6pm.

Goodwill stores support job training and employment programs that help people get back to work. Goodwill Industries of the Valleys has assisted more than 30,000 people in their quest to advance their skills as of the end of July and helped more than 2,200 individuals find employment, and enabled 848 credentials to be earned by individuals participating in Goodwill programs 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 more information on Simply Goodwill, please visit: [www.goodwillvalleys.com/shop/simplygoodwill](http://www.goodwillvalleys.com/shop/simplygoodwill).

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