



Goodwill® Announces Grand Opening of Relocated Store in Fairlawn

FOR IMMEDIATE RELEASE: November 1, 2012

Roanoke, VA. Goodwill Industries® of the Valleys is excited to announce the Grand Opening of its new retail store in Fairlawn. Conveniently located at 7489 Lee Highway right across from Kroger, the new store features an additional 3,000 square feet of retail space, providing a greater selection of clothing, furniture, books, and household items. In addition, the new location will offer shoppers more parking and a convenient drive-up donation center for donors. The existing store will close on Saturday, November 10th to prepare for the move.

“We are excited to relocate the store in Fairlawn to a more visible location. Customers will be offered a larger space to shop and donating will be more convenient,” states Jerry Kite, Senior Vice President Donated Goods. “The community will be glad to know that they will be greeted by the same familiar faces in the new store and we will also add four more positions.”

The grand opening, including a tie-cutting ceremony, is scheduled for Wednesday, November 14th beginning at 8:45am and doors will officially open at 9am. During grand opening festivities shoppers will have the opportunity to enter to win a flat screen TV and take advantage of thousands of bargains throughout the store. The first 200 customers will receive a free shopping tote. Regular store hours are: Monday – Saturday from 8am – 9pm and Sunday noon – 6pm.

“The revenues generated from the sale of gently used items in Goodwill stores support the training and employment programs to help people get back to work and gain greater independence,” states Bruce Phipps, President and CEO. “The Fairlawn store will continue to provide jobs and training opportunities, a place to recycle clothing and household items, and a wonderful low cost, shopping alternative for the entire family.”

In 2011 the sale of donated goods generated over two thirds of Goodwill’s revenue and provided more than 650 jobs throughout the service area in Virginia. The gently used clothing and household items that are generously donated by the community and sold in Goodwill stores, help support the training and employment programs for individuals with disabilities, disadvantages, and those that have lost their job due to company closing or layoff.

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 assisted 75,734 individuals and in this difficult employment market placed 2,111 people into jobs in our community. In the New River Valley, including Galax and Wytheville, Goodwill served 44,518 individuals and employed 222 people in 2011.

###

For more information, contact:

Lucie Touchton, Marketing Manager
Office: (540) 581-0620, Ext. 174
Cell: (540) 529.9290
ltouchton@goodwillvalleys.com