

Media Alert



For Immediate Release

April 2, 2018

Goodwill® Announces it Will Close the Goodwill Store Location on Orange Avenue in Roanoke

Roanoke, VA – Goodwill Industries of the Valleys is announcing that it will close the Goodwill store located at 3418 Orange Avenue, NE, Roanoke, VA. The store has been in this location since September 2009 and will close at the end of June.

The financial performance at the Orange Avenue site was impacted by the traffic congestion in this section of the Route 460 corridor, reduced visibility from the street, and declining foot traffic at this brick and mortar store. In today's retail climate, Goodwill has experienced some of the same challenges that many of the big box stores faced, which in turn reduces our ability to generate support for our mission.

"Goodwill retail stores are for-cause operations that support our mission," states Jackson Green, Chief Operating Officer. "Goodwill is a non-profit organization that exists to provide training and employment programs for individuals with disabilities, disadvantages, and those who need assistance to find better jobs. The stores generate nearly 70% of Goodwill's revenues and when a store is unsuccessful it impacts our ability to support the mission."

Goodwill is looking for options that will allow the organization to continue to accept donations on the Orange Avenue corridor to support the mission.

In preparation for the store closing, Goodwill will be working with the 9 full-time and 7 part-time employees to relocate them to other open positions in nearby Goodwill stores. No layoffs are anticipated with the closing of the Orange Avenue Goodwill store. Goodwill will continue to operate the stores in Vinton, Salem, Daleville and the Roanoke stores near Hollins, Cave Spring, Hunting Hills, and Melrose.

Goodwill's closing of the Orange Avenue store location comes on the heels of another high profile closing in the area. The Walmart Neighborhood Market that was located right across the street from the Goodwill store closed for business in January of this year. Walmart also cited, in the press, the store's financial performance as a cause for the store closing.

Goodwill Industries of the Valleys serves 31 counties and 13 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 2017, Goodwill assisted nearly 45,000 individuals with barriers to success, helped 3,494 people find jobs in our community, and provided training opportunities that resulted in more than 1,300 credentials being earned by individuals participating in Goodwill programs. As of the end of February, Goodwill had assisted nearly 14,000 individuals in 2018.

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For more information contact:

Kelly Sandridge, Vice President, Marketing & Public Relations
Phone: (540) 525.5728 | ksandridge@goodwillvalleys.com