



## **Goodwill Announces Grand Opening of New Store in City of Roanoke**

**FOR IMMEDIATE RELEASE:**  
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**Roanoke, VA.** Goodwill Industries of the Valleys is excited to announce the grand opening of its newest retail store in the City of Roanoke on Orange Avenue/Rt. 460 East. The grand opening is scheduled for Thursday, September 24<sup>th</sup> with a “Tie” cutting ceremony at 8:45am. During the ceremony local officials, community leaders, and Goodwill representatives will welcome the new store to the community. The doors will open for shoppers at approximately 9am.

During the grand opening festivities, which will continue through Sunday, September 27<sup>th</sup>, shoppers will have the opportunity to register to win a new 26” flat screen television and take advantage of thousands of bargains throughout the store. The new Roanoke store, located at 3418 Orange Avenue/Rt. 460E in Market Square East Plaza, will be open Monday – Saturday from 8am – 9pm and Sunday Noon – 6pm.

Adding to the weekend festivities, K-92 radio will host a live remote on Saturday, September 26<sup>th</sup>. The event will run from 11am-2pm at Market Square East and will involve plaza tenants. Numerous activities, give-aways, prize drawings, and discounts will be available for customers to enjoy. Families are encouraged to shop Goodwill, visit participating businesses, and enter to win prizes including, Virginia Tech football tickets and certificates for tanning, manicure/pedicure, ice cream, and more. K-92 will be live from 11am-1pm with the K92/US Cellular Super Prize Machine.

Goodwill retail stores support the training and employment programs for individuals who face barriers to employment. Last year the donated goods operation generated over \$24 million in revenue and provided over 400 jobs in the communities served by Goodwill in Virginia. The new store will be Goodwill’s 29<sup>th</sup> retail store and add approximately 20 jobs in Roanoke, including management positions.

The store’s location on Rt. 460E will make it convenient for those traveling this busy route everyday to shop and donate. Goodwill accepts the donation of gently used clothing, household items, furniture, small appliances, and computers of any brand and condition, which are then sold in stores or recycled to help fund the organization’s training and employment programs.

“Goodwill Industries of the Valleys is excited to open this new store in Roanoke,” states Bruce Phipps, President and CEO. “The communities on the north end of Roanoke continue to grow and develop. Goodwill is looking forward to providing this area a high quality, low–cost shopping alternative that is conveniently located on Rt. 460 East.”

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. During the last fiscal year Goodwill served 18,225 individuals through job training and employment programs and helped 516 people enter competitive community employment.

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For more information, contact:  
Sunie Heflin, Marketing Manager  
(540) 581-0620, Ext. 174  
sheflin@goodwillvalleys.com