



Goodwill Industries of the Valleys Announces Grand Opening of New Store in the City of Roanoke

FOR IMMEDIATE RELEASE:

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Roanoke, VA. Goodwill Industries of the Valleys is pleased to announce the opening of its newest retail store in the City of Roanoke. The store will be located on the same site as Goodwill's Corporate Offices, on Melrose Avenue, NW. The store will offer shoppers approximately 6,000 square feet of clothing, housewares, electronics, and other items at bargain prices.

The grand opening is scheduled for Thursday, August 14th with a "Tie"-cutting ceremony at 9:00am. Local officials, community leaders, and Goodwill representatives will welcome the new store to the community. The doors will open for shoppers at approximately 9:15 a.m. During the grand opening festivities, which will continue through Sunday, August 17th, shoppers will have the opportunity to register to win a new television and area students will receive, while supplies last, a notebook and pencil compliments of Goodwill. This "Back to School" giveaway will also take place at Goodwill stores in Cave Spring, Hollins, Salem, and Vinton. The new Melrose Avenue store, at 2502 Melrose Avenue NW, will be open Monday through Saturday 8:00am – 7:00pm and Sunday 12:00pm – 6:00pm.

"The proceeds generated from the sale of merchandise in Goodwill stores supports the training and employment programs offered by Goodwill Industries of the Valleys," states Bruce Phipps, President and CEO. "The Melrose Avenue location will be the 27th retail store for Goodwill and will provide jobs, training opportunities, and an affordable, high quality, clothing alternative to the community."

The close proximity to local Goodwill operations will also allow the new store to become the first training store for individuals in Goodwill programs who are interested in a career in retail. Goodwill will soon make further announcements about additional opportunities and training programs.

Goodwill relies on the support of the communities that it serves to donate gently used clothing and household goods to sell in the retail stores. Donations are accepted at all retail stores during store hours, as well as the Attended Donation Centers throughout the area.

Goodwill Industries of the Valleys, a United Way organization headquartered in Roanoke, serves 14 cities and 31 counties throughout the Shenandoah Valley, central and southwest Virginia. Its mission is to help people and families in our community achieve a better life through work and independence. Last fiscal year Goodwill Industries of the Valleys served 10,815 individuals.

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For more information, contact:

Kelly Sandridge
Community Relations Director
Office: (540) 581-0620, Ext. 107
Cell: (540) 525.5728
ksandridge@goodwillvalleys.com