



Goodwill Announces Grand Re-Opening of Relocated Madison Heights Store

FOR IMMEDIATE RELEASE:

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Roanoke, VA. Goodwill Industries of the Valleys is excited to announce the Grand Re-Opening of its relocated retail store in Madison Heights. Conveniently located across from Sheetz, in the old Rite Aid building at 4090 S. Amherst Highway, the new store features 10,500 square feet of retail space, as well as a drive through donation center.

The grand opening is scheduled for Wednesday, June 10th with a “tie” cutting ceremony at 7:45am. During the ceremony local officials, community leaders, and Goodwill representatives will celebrate the opening of the new location with the community. The doors will open for shoppers at approximately 8am. During the grand opening festivities, which will continue through Sunday, June 14th, shoppers will have the opportunity to register to win a new television and take advantage of thousands of bargains throughout the store. Store hours will remain unchanged: Monday – Saturday from 8am – 9pm and Sunday noon – 6pm.

In preparation for the move from the existing 238 Amelon Square location, Goodwill will host a first-time ever “\$5 Bag Sale” on June 4th – 7th. Customers can fill a large Goodwill bag with clothing items and pay only \$5 for the entire bag. The current store location will remain open for business through June 7th. Goodwill will be closed June 8th and 9th to move to the new store.

“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 new Madison Heights location will continue to provide jobs, training opportunities, and an affordable, high quality, clothing alternative to the community, in a location that is more convenient and appealing to both shoppers and donors alike.”

Goodwill stores provide a great place to work, a place to recycle clothing and household items, and a wonderful low cost, shopping alternative for the entire family. Last year the sale of donated goods generated over \$22 million in revenue and provided more than 400 jobs throughout Goodwill’s service area in Virginia.

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. Goodwill will serve over 15,000 individuals this year.

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