



Patrick Henry Public Sale: Huge Success for Two Area Non-profits

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Roanoke, VA. Goodwill Industries of the Valleys and Habitat for Humanity in the Roanoke Valley hosted a second public sale of items donated from the historic Patrick Henry Hotel this past weekend, Saturday and Sunday, January 23-24. The weekend sale generated over \$45,000 in revenues for the two organizations. This coupled with the sales from the one day preview sale in December 2009 of \$17,000 brought the grand total raised from the sale of the Patrick Henry Collection to over \$62,000.

January's two day event featured a public sale of items from the hotel, a silent auction of signature pieces, as well as a staging area where customers could get their creative juices flowing and see how the items could be put to use in their own homes.

"We knew that if we didn't give the public the opportunity to see how these items could be used in their every day life that the sale would not be as successful," stated Suni Heflin, Goodwill's Marketing Manager. "We teamed with a local home stager, Wanda Richards, who did amazing before and after makeovers on key pieces that were available in large quantities. Of the five items she made over, all but one sold out in the first few hours of the event. It was very successful, and it also gave us the opportunity to include the made over items in the silent auction."

The silent auction, which took place on Sunday, generated over \$12,000 toward the final sale total. Bidding in the final moments was very competitive. A grand piano brought \$1,900, a set of chairs \$1,150, and another antique cabinet \$1,000. Interestingly, a previous Marketing Director for the Patrick Henry Hotel feverishly bid on and acquired a set of captain's chairs in which she had been photographed many years ago.

"We are grateful and proud to be included in the Patrick Henry Public Sale and we can't wait to see the hotel receive a new life," declared Betsy Whitney, Deputy Director of Habitat for Humanity.

"We are pleased to announce that the Patrick Henry Public Sale raised over \$62,000," stated Bruce Phipps Goodwill's President and CEO. "We are very grateful to the owner of the Patrick Henry Hotel, and to the community for coming out and supporting Goodwill during both sales."

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. Since July of 2009 Goodwill has served nearly 22,000 and placed 423 in competitive community employment.

Habitat for Humanity in the Roanoke Valley is non-profit housing provider offering new construction and home rehabilitation for low-income families and welcomes all people dedicated to the cause of eliminating poverty housing. Since 1986, Habitat has built 159 houses in the Roanoke Valley and has financially sponsored 103 houses worldwide.

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For more information please contact:

Goodwill Industries of the Valleys – Suni Heflin, Marketing Manager, 540.581.0620 Ext. 174

Habitat for Humanity - Betsy Whitney, Deputy Director, 540.344.0747