



## **Goodwill Industries of the Valleys To Open Retail Store at Smith Mountain Lake**

**FOR IMMEDIATE RELEASE:**

March 28, 2007

**Roanoke, VA.** Goodwill Industries of the Valleys is proud to announce the opening of its newest retail store at Smith Mountain Lake. The new store will be located in the Forum Shopping Center in Westlake. The store will offer shoppers 4,000 square feet of clothing, housewares, electronics, and other items at bargain prices.

The grand opening is scheduled for Thursday, March 29<sup>th</sup> with a “Tie”-cutting ceremony at 7:45 am. Local officials, community leaders, and Goodwill representatives will welcome the new store to the Westlake community. The doors will open for shoppers at 8:00 am. Grand opening festivities will continue through Sunday, April 1<sup>st</sup> and will include a daily Goodwill Shopping Spree give-a-way. Store hours are Monday through Saturday 8:00 am – 9:00 pm and Sunday 12:00 pm – 6:00 pm.

“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 Smith Mountain Lake location will be the 24<sup>th</sup> retail store for Goodwill and will provide jobs, training opportunities, and an affordable, high quality, clothing alternative to the community.”

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 in our community achieve a better life through work and independence. In the first eight months of fiscal year 2007 Goodwill Industries of the Valleys has served over 2,600 individuals.

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