



Shop Goodwill During the School Supply and Clothing Tax- Free Holiday to Save Money and Benefit the Community

FOR IMMEDIATE RELEASE:

August 5, 2009

Roanoke, VA. This weekend, Friday, August 7th through Sunday, August 9th, shoppers will enjoy Virginia's School Supplies and Clothing Tax Free Holiday. Many of the items eligible for a tax exemption can already be found at unbeatable bargains at Goodwill. This weekend's tax exemption will make school supplies and clothing even more affordable at Goodwill!

Shopping at Goodwill during the School Supplies and Clothing Tax Free Holiday weekend will benefit:

- Families looking to send their children back to school on a budget
- Children and teens who want to go back to school with a stylish, new wardrobe
- Those in our community that need the help of Goodwill to get back to work. Last year 64% of Goodwill's revenues came from the sale of gently used items in Goodwill stores. This enabled Goodwill to help over 18,000 individuals and their families in their quest for independence through real work.

"Our loyal customers will be shopping for low cost, high quality Back-to-School fashions in our stores again this season," states Bruce Phipps, President and CEO. "The Tax Free Holiday will allow them to enjoy these wonderful bargains without the tax burden. This year we also expect to see new shoppers who are seeking a low cost alternative for their Back-to-School shopping."

A listing of items that are eligible for the tax relief on August 7th – 9th is available on the Virginia Department of taxation website at <http://www.tax.virginia.gov/site.cfm?alias=SchoolSuppliesAndClothingHoliday>. The items that may be purchased with no tax during the "Holiday" are regulated by the state; not Goodwill or any other retailer.

Goodwill currently operates 28 retail stores throughout central and southwest Virginia. Each store is filled with clothing, wares, furniture and many other "treasures" generously donated by the public throughout our communities. Parents outfitting children for school, or college students decorating a new dorm room or apartment, will find a variety of high quality items at unbelievable prices. A complete listing of retail stores and donation centers is available at www.goodwillvalleys.com.

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.

###

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