



**FOR IMMEDIATE RELEASE**

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**GOODWILL'S® 4<sup>TH</sup> ANNUAL VALENTINE'S BRIDAL SALE EXTRAVAGANZA  
SET FOR FEBRUARY 11**

*Maple Shade, NJ — (January 23, 2012) — Back by popular demand! Goodwill Industries of Southern NJ & Philadelphia will host its 4<sup>th</sup> Annual Valentine's Bridal Sale Extravaganza on Saturday, February 11<sup>th</sup> at its Pennsauken Retail Store (5461 Route 70). The sale will run from 9 a.m. to 9 p.m. (Goodwill's Bridal Sale room will be open to the media for previewing by appointment only starting Wednesday, February 8)*

During this much anticipated annual event, Goodwill will sell both new and gently-used bridal gowns and accessories at drastically discounted prices. New bridal gowns from designers including Bellissimo Couture, Alfred Angelo, Demetrios and Maggie Sottero start at \$99 and gently-used gowns start at \$49. The sale will include something for the entire wedding party from bridesmaid gowns to mother-of-the-bride gowns, adorable flower girl dresses and tuxedos to shoes, veils, tiaras, and a variety of other bridal accessories.

Beyond extraordinary savings, shopping Goodwill supports a worthy cause. Proceeds from retail sales fund Goodwill's job training programs and career services that prepare individuals with disabilities or disadvantages for competitive employment in the community.

According to Goodwill's Chief Operating Officer Michael Shaw, Goodwill's Annual Valentine's Bridal Sale Extravaganza is the non profit's agency's most popular sale of the year. Last year, brides were lined up at the door by 6 a.m. As such, he offers these tips to local brides: arrive early for a better selection of gowns as a large crowd is expected; wear a bodysuit underneath clothes to expedite the "trying on" process; and bring a friend or loved one for that very important second opinion.

“Goodwill is grateful to the many local bridal boutiques that have donated to this sale,” said Shaw. “This show literally couldn’t go on without a great deal of support.”

With the average wedding in the Greater Philadelphia Metropolitan Area costing between \$21K-\$35K, Goodwill’s Annual Valentine’s Bridal Sale Extravaganza will provide local brides and their families and friends with an avenue for saving valuable dollars in this tough economy.

Goodwill’s Pennsauken Store & Donation Center is open Monday – Saturday from 9 a.m. to 9 p.m. and Sunday from noon to 6 p.m. Donations are accepted at the side of the building. Cash and credit cards as payment. All sales are final.

### **About Goodwill Industries of Southern New Jersey and Philadelphia**

Founded in 1948, Goodwill Industries of Southern NJ & Philadelphia is a nonprofit, community-based organization. Its mission is to put people with special needs to work. Revenue from the sale of donated items in Goodwill’s 20 retail stores fund job training and career services that prepare local residents with disabilities and disadvantages for competitive employment in the community. For more information, please call 856/439-0200 or visit [www.goodwillnj.org](http://www.goodwillnj.org).