



FOR IMMEDIATE RELEASE

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**GOODWILL'S ANNUAL PROM DRESS SALE SET FOR SATURDAY, MARCH 31
IN NORTHEAST PHILADELPHIA**

***Affordable and Stylish Dresses for Prom, Bat Mitzvah, Sweet 16's, Sorority Formals and More
Benefit Local Charity***

Maple Shade, NJ — (March 5, 2012) — Goodwill Industries of Southern NJ & Philadelphia will host its Annual Prom Dress Sale on Saturday, March 31st at its Northeast Philadelphia store located at 10101 Bustleton Avenue. The sale will run from 9 a.m. to 9 p.m. From traditional ball gowns to short, sleek and chic contemporary dresses, the sale will include an array of stylish new and gently-used prom attire all at drastically discounted prices. New gowns start at \$19.99; gently-used gowns at \$9.99. Sizes 2-16 will be available.

Between the dress, hair, make-up, shoes and assorted bling, proms and other formal events can also be costly for young women--ranging in price from \$100-\$1,500. Through this sale, girls can stretch their dollars without sacrificing style and quality. Best of all, proceeds from the sale fund Goodwill's job training programs and career services that help local residents with disabilities and disadvantages get to work.

"At Goodwill, we realize that many parents are faced with financial challenges during these tough economic times," said Goodwill Chief Operating Officer Michael Shaw. "Goodwill's Prom Dress Sale will not only provide savings for parents but it will show young girls that they can look and feel like a million bucks without spending a small fortune on a dress that will probably be worn once."

According to Shaw, last year's Prom Dress Sale was held in Goodwill's Pennsauken, NJ store. "By moving the sale to Northeast Philadelphia, we hope to extend the reach of the sale and put smiles on the faces of even more young girls."

Goodwill's Annual Prom Dress Sale follows its popular Annual Valentine's Bridal Sale, which was held on February 11 at its Pennsauken, NJ store. This event helped hundreds of brides find their dream wedding gowns at bargain prices (\$99-\$399). Through this special occasion-themed event, Goodwill is offering equally good savings on dresses for the prom, Sweet 16 parties, Bat Mitzvahs,

cotillions, sorority formals and more. Like its bridal event, the new gowns to be sold at this Prom Dress Sale have been generously donated by area bridal boutiques and formalwear stores.

About Goodwill Industries of Southern New Jersey & 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. Currently, Goodwill operates employment training centers in Maple Shade, Pennsauken, Stratford and Philadelphia. For more information, please call 856/439-0200 or visit www.goodwillnj.org.

A preview of Goodwill's Prom Dress Sale will be offered by appointment for members of the media starting Monday, March 26.