



FOR IMMEDIATE RELEASE

GOODWILL'S® 5TH ANNUAL VALENTINE'S BRIDAL SALE EXTRAVAGANZA
SET FOR FEBRUARY 9 IN PENNSAUKEN, NJ

Popular Annual Sale Will Benefit Job Training Programs for People with Disabilities

Maple Shade, NJ — (January 21, 2013) — Finding a wedding gown valued at \$1,500 for \$199 doesn't happen every day—but it will for hundreds of local brides during Goodwill's 5th Annual Valentine's Bridal Sale Extravaganza. This popular annual event, which typically has anxious brides in search of their dream gowns camped out by 4 a.m., will take place Saturday, February 9th at Goodwill's Retail Store located 5461 Route 70 in Pennsauken, NJ. The sale will run from 9 a.m. to 9 p.m. (*Goodwill's Bridal Sale room will be open for media previews by appointment only starting Tuesday, February 5*)

During this sale, Goodwill will sell both new and gently-used bridal gowns and accessories at drastically discounted prices. New bridal gowns worth \$199-\$4,000 from designers including Alfred Angelo, Nicole Miller, Demetrios and Maggie Sottero will start at \$99 and gently-used gowns start at \$49. No gown is priced higher than \$299.99. Brides can choose from a wide selection of sizes and styles. The sale will also include bridesmaid gowns, flower girl dresses, and mother-of-the-bride gowns as well as shoes, veils, tiaras, and a variety of other bridal accessories.

As in past years, Goodwill will issue "entry tickets" to brides for crowd control purposes. This will ensure brides have a pleasant shopping experience in Goodwill's specially designated Bridal Room.

Since its launch in 2008, Goodwill's Valentine's Bridal Sale has grown exponentially. The sale featured 50 gowns in its first year. This year, the sale includes more than 325 designer bridal gowns. The gowns have been generously donated by bridal shops including Yours Forever Bridal and even Kleinfeld's (home of *Say Yes To The Dress*) in New York City!

Brides who want a sneak peak at what will be sold at the sale are encouraged to like Goodwill on Facebook ([facebook.com/GoodwillNJ](https://www.facebook.com/GoodwillNJ)) for previews throughout the week of February 3.

According to Goodwill Chief Operating Officer Michael Shaw, the Bridal Sale has become a Goodwill tradition as well as incredibly popular with brides. "Last year, our first bride was in line by 3 a.m. By the time

the doors opened at 9 a.m., the line to get into the sale was 150 brides deep. We've greeted brides from as far away as Long Beach Island and New York City and savored the fact that Goodwill becomes etched in their wedding memories as the place where they found their dream gown," said Shaw.

Goodwill's Annual Valentine's Bridal Sale is a fundraiser with all proceeds funding job training programs and career services that prepare individuals with disabilities or disadvantages for competitive employment in the community.

Goodwill offers these tips to brides who plan to come to the sale:

- Arrive early for the best selection of gowns but for a less chaotic shopping experience, come after 12 p.m.
- Wear a bodysuit, sports bra or swimsuit underneath clothes to expedite the "trying on" process.
- Bring a friend or loved one to provide you with that ever important second opinion. Prior to the sale, show them photos from magazines of gowns you like.
- Pack light for the day (a small clutch vs a bulky purse). Gowns are heavy and bulky!
- Avoid wearing make-up! Every bit shows on white.
- Be considerate. A gown not right for you might be on the top of someone else's list. If you don't want a gown, give it to a Goodwill employee or place it back on the proper rack.

"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 10 a.m. to 6 p.m. Donations are accepted at the side of the building. Cash and credit cards are accepted as payment. All sales are final.

About Goodwill Industries of Southern NJ & Philadelphia

Founded in 1948, Goodwill Industries® of Southern New Jersey is a community-based, nonprofit organization. Its mission is to put people with special needs to work. Goodwill offers a variety of career services and employment training programs that help prepare local residents with disabilities and disadvantages for success in the competitive workforce. In 2011, Goodwill provided over 492,791 hours of employment and training for individuals with special needs. Through the mass collection and resale of gently-used donated items, Goodwill's 21 retail stores generate the revenue necessary to fund these worthwhile programs while contributing to America's recycling efforts. Last year, Goodwill recycled more than 50 million pounds of textiles and helped divert 5.4 million pounds of e-waste from area landfills. For more information on Goodwill, please call 856/439-0200 or visit www.goodwillnj.org.