



FOR IMMEDIATE RELEASE

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GOODWILL'S® 6TH ANNUAL VALENTINE'S BRIDAL SALE EXTRAVAGANZA
SET FOR FEBRUARY 8 IN PENNSAUKEN, NJ

Popular Fundraiser Benefits Job Training Programs for People with Disabilities

Maple Shade, NJ — (January 28, 2014) — Get ready for the annual running of the brides...GOODWILL STYLE! Goodwill's 6th Annual Valentine's Bridal Sale Extravaganza is set for Saturday, February 8. This popular annual fundraiser will take place at Goodwill's Retail Store located at 5461 Route 70 in Pennsauken, NJ. The sale runs 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 4*).

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 chose 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.

For crowd control purposes, Goodwill will issue "entry tickets" to brides as they arrive. This will ensure a pleasant shopping experience in Goodwill's specially designated Bridal Room. In past years, brides have lined up for entry tickets by 5 a.m.!

More than 200 wedding gowns that have been generously donated by bridal shops including Yours Forever Bridal, Here Comes the Bride and Philadelphia Bridal Company will be sold. Brides who want a sneak peak at the gowns 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 gives local brides access to an incredible selection of discounted wedding gowns while simultaneously serving as a fundraiser for

Goodwill. “Proceeds from the sale of all gowns fund job training programs and career services that help local residents with disabilities and disadvantages get to work,” he said. “For the brides who come to this sale and for the clients who we serve, it’s all about new beginnings.”

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.
- Like us on Facebook for a special gown preview the week of February 2.

“Goodwill is grateful to the many local bridal boutiques that have donated to this sale,” said Shaw.

“This fundraiser couldn’t go on without their support.”

With the average wedding in the Greater Philadelphia Metropolitan Area costing between \$21K-\$37K, 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 2012, Goodwill provided over 469,419 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.