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LOCAL BRIDES INVITED TO SAY YES TO THE DRESS AT GOODWILL

Goodwill's 7th Annual Valentine's Bridal Sale Extravaganza Set for Saturday, February 14

Maple Shade, NJ — (January 29, 2015) — Getting married and on a budget? Then Goodwill's 7th Annual Valentine's Bridal Sale Extravaganza is the place to be on Saturday, February 14th. The nonprofit will help local brides say YES to the dress from 9 a.m. – 9 p.m. at its Pennsauken, NJ store (5461 Route 70). The much anticipated annual sale will feature over 200 brand new deeply discounted designer wedding gowns.

Note: Goodwill's Bridal Room will be open for media previews by appointment only starting Wednesday, February 4.

New bridal gowns valued between \$199-\$3,000 from designers such as Mia Solano, Mikaella, Justin Alexander, and Alfred Angelo will start at \$99. No gown is priced higher than \$299.99. Gently-used gowns start at \$49. Brides can choose from a wide selection of sizes and styles. The sale will also include shoes, veils, tiaras, and a plethora 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.!

According to Goodwill Chief Operating Officer Michael Shaw, Goodwill's Annual Valentine's Bridal Sale originated as a way to help brides acquire the wedding gowns they have always dreamed of for less while simultaneously raising monies to support our mission programs. "It's a one-of-a-kind sale with beautiful gowns at a fraction of the price a bride would spend elsewhere. In fact, it's become so popular that brides start lining up at the door by 4 am."

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.
- Most gowns—new or used—need alterations. Letting a hem out or sides taken in can be easily done by a seamstress.
- 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 Goodwill on Facebook (facebook.com/GoodwillNJ) for a special sneak preview of gowns to be sold.

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. Through the mass collection and resale of gently-used donated items, Goodwill’s 20+ retail stores generate the revenue necessary to fund these worthwhile programs while contributing to America’s recycling efforts. For more information on Goodwill, please call 856/439-0200 or visit www.goodwillnj.org.