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RUNNING OF THE BRIDES TRADITION AT GOODWILL BECOMES WEEKEND-LONG EVENT

Goodwill's Valentine's Bridal & All That Glitters Sale Kicks Off February 9th

Maple Shade, NJ — (January 9, 2019) — The running of the brides tradition in South Jersey will continue starting Saturday, February 9th at Goodwill's Annual Valentine's Bridal & All That Glitters Sale. It will take place at Goodwill's Pennsauken Store (5461 Route 70). Doors open at 9 am. (*Snow date is February 16th*). By popular demand, the traditional one-day sale will run all weekend long for the first time ever.

The nonprofit agency's highly anticipated sale will feature 400+ new and gently-used gowns by designers such as Maggie Sotero, Alfred Angelo and Justin Alexander just to name a few. Gently used gowns start at \$49; new gowns at \$99. No gown is priced higher than \$299. Beyond wedding gowns, the sale will include special occasion dresses, bridesmaid gowns, flower girl dresses, shoes, veils/tiaras, accessories, jewelry and more.

Proceeds from the sale fund Goodwill's job training programs and career services that help local residents with disabilities and disadvantages get to work including The Helms Academy. Here, adults 18 and older can earn their high school diploma 100% tuition free while simultaneously earning college credits.

A specially designated Bridal Room will be open at the Goodwill Store & Donation Center in Pennsauken on Saturday, February 9th from 9 am – 9 pm and Sunday, February 10th from 10 am – 6 pm. The snow date is the following weekend (February 16/17). Cash and credit cards are accepted as payment. Coupons are not accepted on bridal attire. All sales are final.

For crowd control purposes and to ensure a pleasant shopping experience, Goodwill will issue "entry tickets" to brides on Saturday morning. In years past brides have lined up for entry tickets as early as 6 am in hopes of finding their dream gown on a budget.

Goodwill collects donated gowns from area bridal shops all year round in preparation for this annual sale. In turn, brides have uncovered gowns worth up to \$5,000!

“With the average cost of a wedding in the Philadelphia Metropolitan area costing upwards of \$40K, Goodwill’s sale helps local brides stretch their budget,” said Goodwill COO Michael Shaw. “Beyond saving valuable dollars, the sale is impactful in supporting Goodwill’s charitable mission of helping individuals with special needs get to work.”

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. Dressing rooms are available but this sale typically draws a crowd!
- 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 so that they can help you pick from the racks.
- 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.
- Keep in mind that most gowns—new or used—need alterations. Letting a hem out or sides taken in can be easily done by an experienced 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.
- Think beyond the wedding. Wedding dresses can be made into christening gowns, too. And for prom goers, there are many formalwear gowns in store.

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.