



FOR IMMEDIATE RELEASE

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Ninth Goodwill Store to Open at Seneca, Ridge Plaza in West Seneca

Buffalo, NY (January 30, 2012) – Six months after opening a store in Depew, Goodwill Industries of Western New York, Inc. will open its ninth retail store at 3531 Seneca St. in the Seneca Ridge Plaza in West Seneca. The Grand Opening will be Friday, Feb. 3rd at 9:30 a.m.

The new Goodwill West Seneca location will be open Monday - Friday 9:30 to 8:00 p.m., Saturday 9:00 to 5:00 p.m. and Sunday Noon to 5:00 p.m. As the largest Goodwill retail facility in Western New York, (more than 9,700 square feet) the store will feature a diverse selection of women's, men's and children's clothing, accessories, home decor, kitchen wares, small appliances, linens, books, toys, furniture and more.

"We are extremely excited to begin retail operations in the West Seneca community," says Goodwill President and CEO Thomas Lynch. "Customers can expect the same great deals Goodwill is known for. Those great deals include name-brand apparel, appliances and furniture for less."

"All of our stores carry popular, recognizable labels and familiar brand-named products," notes Goodwill's Director of Retail Operations Moreen Pfohl. "Our customers will see that trend continue in West Seneca."

The store will also carry new items such as house cleaning products, beauty and bath products, hats, mittens and socks to supplement its good used stock.

Donations will also be accepted at a convenient drive-up donation center. Processing donations in-house—in addition to implementing a colored tagging system on clothing items—will improve the shopping experience.

"The advantage of processing and displaying inventory under one roof is that customers will see a higher volume of fresh merchandise every day," says Lynch.

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West Seneca Store

Nine new jobs have been created and revenue from sales will be allocated to support Goodwill's job training programs for Western New Yorkers with disabilities and other barriers to employment.

"While most people associate Goodwill with great finds at bargain prices, employment is our main focus, and has been since 1920," added Lynch.

Goodwill Industries of WNY, Inc. has provided individualized job training and employment programs and services to persons with disabilities and other serious vocational barriers since 1920. Goodwill activities empower and assist its clients to achieve meaningful work in a field of choice, maintain and advance in employment and reach their highest level of personal self-sufficiency.

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