



Press Release

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FOR IMMEDIATE RELEASE

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New Britain Goodwill Store Grand Opening

North Haven, CT, October 16, 2013 – Easter Seals Goodwill Industries will be celebrating the Grand Opening of its 13th Goodwill Store & Donation Center on November 14, 2013. Located at 190 Columbus Boulevard in the Columbus Shopping Plaza in New Britain, CT this modern store offers a wide selection of clothing, housewares, shoes, books, jewelry, toys, electronics and more, all at discount prices – way lower than you'll find anywhere else!

Newly inaugurated Mayor Erin Stewart will be present to celebrate the opening of this new store with a ribbon cutting ceremony at 9:00am, highlighting new businesses creating new employment opportunities within New Britain, as well as a new partnership with Easter Seals Goodwill Industries, a progressive community based organization committed to its mission to enhance employment, educational, social and recreational opportunities for people with disabilities and other challenges.

The first 500 customers at the Grand Opening will receive a free Goodwill tote bag and 25% off all items that fit in the tote. Shoppers can enter to win fantastic raffle prizes, donated by local businesses and restaurants. One lucky winner will even walk away with a free Samsung 7" Tablet!

The New Britain Goodwill also serves as a Donation Center. By donating clothing, books, housewares, furniture and more to Goodwill, people not only help the environment by keeping resalable merchandise out of landfills, they also help people right here in the community. Proceeds from the sale of donated goods support the programs of Easter Seals Goodwill Industries. These programs help people with disabilities and other challenges to find and keep jobs, providing them with a sense of fulfillment and pride.





Easter Seals Goodwill Industries

...to enhance employment, educational, social and recreational opportunities for people with disabilities and other challenges

About Easter Seals Goodwill Industries: Easter Seals Goodwill Industries is a progressive, community-based organization committed to its mission to enhance employment, educational, social and recreational opportunities for people with disabilities and other challenges in the greater New Haven area.

About Easter Seals Goodwill Industries' Retail Division: Easter Seals Goodwill Industries owns and operates 11 secondhand retail stores and one outlet throughout south-central and eastern Connecticut. All proceeds from store sales directly support the mission of Easter Seals Goodwill Industries. The stores also provide Employment to Easter Seals Goodwill Industries' clients with disabilities and other special needs.



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