



GOODWILL-EASTER SEALS MINNESOTA
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For Immediate Release

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LAKEVILLE GOODWILL GRAND OPENING JANUARY 19, 2024

Event features ribbon-cutting and scratch-off coupons with savings up to 45% off

January 19, 2023 – On Friday, Jan. 19, Goodwill opens its new Lakeville store at 11578 207th St. W., 55044. Goodwill has operated a store in Lakeville for nearly 12 years, and the new location eases access and provides more space for its dedicated community of shoppers and donors. At more than 20,000 square feet, the new store features a brighter more open floor plan, more parking and electric car charging stations.

In store, customers can select from thousands of items restocked daily at affordable prices. Merchandise changes every hour and includes clothing, household items, books, art, electronics, furniture and more. The Lakeville Goodwill store employs over 40 people in the community.

“We’re gratified at how enthusiastically Lakeville has embraced our mission of eliminating barriers to work and independence,” said Michael Wirth-Davis, President and CEO of Goodwill-Easter Seals Minnesota (GESMN). “Relocating offers many exciting changes, but one thing remains the same: customers are shopping for a cause. Proceeds from Goodwill stores support nearly 20 career training and support services that connect Minnesotans to jobs.”

Goodwill has relocated five store locations and significantly renovated nearly all others across Minnesota and western Wisconsin to provide a brighter, more accessible and in some cases, a larger experience for donors and customers.

Grand Opening Details:

- **Friday, January 19 grand opening:** 11578 207th St. W. in Lakeville
- **9:45 a.m.:** Ribbon-cutting with local officials and community leaders
- **10 a.m.:** Store opens with scratch-off savings up to 45% off
- **Photo ops:** Ribbon-cutting, GESMN President and CEO Michael Wirth-Davis, Goodwill board chair Rachel Lockett, Lakeville Mayor Luke Hellier and County Commissioner Mary Liz Holberg, behind-the-scenes tours
- **Can’t make it to the grand opening?** Contact us for tours and interviews on another date.

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About Goodwill-Easter Seals Minnesota

Goodwill-Easter Seals Minnesota is a 501(c)3 nonprofit that offers job training and customized career support to eliminate barriers to work and independence. Reuse and recycling operations contribute to Minnesota’s environmental sustainability and employ nearly 2,000 people in our community. Proceeds from thrift retail, e-commerce, grants and financial contributions fund our nearly 20 customized services that help Minnesotans get equitable access to jobs, create stable careers and realize the power of work. Shopping and donating items divert over 65 million pounds from local landfills annually and have helped us connect people to jobs since 1919. Connect with us at gesmn.org and [@goodwillmn](https://www.instagram.com/goodwillmn).