



Media Contact: Melissa Becker
Director of Marketing
651-379-5955
mbecker@goodwilleasterseals.org

FOR IMMEDIATE RELEASE

WHITE BEAR LAKE GOODWILL GRAND OPENING JUNE 3, 2017

Event features official ribbon-cutting, storewide savings up to 40% and Goodwill gift card giveaways

May 30, 2017 — On Saturday, June 3, Goodwill opens its new store at 4500 Centerville Rd. in White Bear Lake, bringing exceptional deals on household goods and clothing to local residents. In addition to great shopping, the new store brings over 40 new jobs to the area.

The new White Bear Lake Goodwill features a convenient drive-through donation center that is open daily. In store, shoppers can select from a wide array of donated goods and new items at affordable prices. Merchandise changes every hour and includes clothing, shoes, household items, art, electronics, furniture and more. The store is 20,638 ft² and Goodwill is seeking ENERGY STAR® certification for the building by meeting strict standards on energy use and greenhouse gas emissions.

Best of all, it's shopping for a cause. Proceeds from Goodwill stores support job training and placement services that place four Minnesotans in the workplace every day. "We are thrilled to join the White Bear Lake community and to offer shoppers the chance to support workforce development services. Every purchase helps people experience the power of work," said Michael Wirth-Davis, President and CEO of Goodwill-Easter Seals Minnesota.

Grand Opening Details:

- **June 3 grand opening:** 4500 Centerville Rd., White Bear Lake, MN 55127
- **8:45 a.m.:** Ribbon-cutting with local officials and community leaders
- **9:00 a.m.:** Store opens with storewide savings up to 40% and Goodwill gift card giveaways
- **Photo ops:** Ribbon-cutting, President and CEO Michael Wirth-Davis, city officials, behind-the-scenes tours
- **Can't make it to the grand opening?** Contact us for tours and interviews when it's convenient for you

####

About Goodwill-Easter Seals Minnesota

Serving Minnesota for nearly 100 years as a leader in employment services, Goodwill-Easter Seals Minnesota (GESMN) provides education, job training and placement services to eliminate barriers to work and independence. Revenue from 45+ retail stores — along with grants and fees and other financial contributions — supports programs throughout Minnesota. Our "donate-shop-reuse-educate-employ" model diverts over 50 million pounds from landfills annually and brings us one step closer to a world where everyone experiences the power of work. Visit goodwilleasterseals.org.