

## Goodwill Industries of Central Indiana, Inc.

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### Goodwill to open new, larger Muncie store on Sept. 22

*Members of the media are invited to preview the new Muncie Goodwill Store before it opens. Please call to schedule an appointment.*

**Preview Dates:** Sept. 17-21

**Times:** By appointment only

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**Visuals:** Approximately **90,000** pieces of merchandise and Goodwill interior create a shopping experience.

**Note to editor: Please see attachment of Muncie employee profiles as feature angles.**

Because of growing public support during Goodwill's 13 years at the existing store and 23 years in the Muncie community, **Goodwill will open a larger, more convenient location at 9 a.m. on Tuesday, Sept. 22.** The new location at 5035 W. Hessler Road will offer customers more selection of brand-name merchandise at everyday low prices.

This brand new location is being built behind the existing location and is almost 6,000 square feet larger than the current store. Donors will be able to experience the convenience of dropping off gently-used clothing and other items at the double drive-thru donation center. This will mark Goodwill's 43rd retail store in central Indiana.

"The Muncie area residents have been very good for Goodwill," said **Kent A. Kramer**, vice president of retail operations, **a Muncie native and 1985 graduate of Muncie Central High School.** "We are pleased to offer a larger, more convenient store to better serve the wonderful donors and shoppers who have supported us for many years." Kramer, who has been with Goodwill since 2002 and oversees Goodwill's Retail Division, said he caught "the retail bug" in Muncie. His grandfather owned White's grocery stores, and when Kramer was in high school, he started his retail career bagging groceries and stocking shelves at Wise Supermarket on Walnut Street.

Shoppers can have a chance to win \$25 gift certificates Sept. 22-24 and can register to win an iPod or portable DVD player Sept. 22-Oct. 1. For more information on these promotions, visit [www.facebook.com/goodwillindy](http://www.facebook.com/goodwillindy).

Along with wall-to-wall designer clothes, household items, books and toys, the new store boasts 16,000 square feet, four checkout lanes, a double donation drive-thru center, and 38 employees. Store hours are 9 a.m.-9 p.m. Monday-Saturday and Noon-6 p.m. Sunday.

Revenue generated from the sale of donated goods helps people find jobs and helps young people for life and work. For more information about Goodwill, go to [www.goodwillindy.org](http://www.goodwillindy.org) or call (317) 524-4313.