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**Goodwill of the Berkshires Announces Aug. 18 Grand Opening  
of New Flagship Store and Boutique on Dalton Ave.**

Pittsfield, Mass. — Goodwill of the Berkshires announces that it will hold a grand opening of the new Goodwill flagship store and boutique on Saturday, Aug. 18 from 1 to 3 p.m., at 457 Dalton Ave. The public is invited to attend the event. Complimentary food and beverages, hourly drawings for store discount coupons, and giveaways are planned.

The opening celebration will include a live remote broadcast by WBEC 95.9 FM and the radio station's "Deals on Wheels" program, during which listeners will be chosen every ten minutes to spin a prize wheel. Prizes include gift cards, movie passes, getaways and event tickets. For more information, call the store at 413-442-6627 and visit [www.goodwill-berkshires.org](http://www.goodwill-berkshires.org) and [www.facebook.com/GoodwillBerkshires](http://www.facebook.com/GoodwillBerkshires).

According to Frank Engels, CEO of Goodwill of the Berkshires and Southern Vermont, the new store, located within the popular Dalton Ave. shopping center that includes Jo-Ann Fabric and Craft Store, Subway, and Price Rite, will provide their Pittsfield retail operation with a larger store footprint, better visibility, and easy access to and from an ample parking area. It will offer a greatly enhanced shopping experience with improved merchandise displays, wider aisles, and signage in each department. The new store will replace the existing Goodwill store at 440 Merrill Rd. The Goodwill flagship store and boutique will be open daily, Monday through Saturday from 9 a.m. to 7 p.m. and Sunday from noon to 5 p.m.

Store merchandise, which will be restocked hourly, includes clothing; household items; furniture; small appliances; electronics; decorations, and books, all at bargain prices, in addition to daily in-store specials. The store will feature a separate boutique area with gently used and new high-end designer clothes, accessories and leather goods. Boutique sales benefit Goodwill's Suit YourSelf program, which provides expert fashion advice and work attire at no cost for women and men in the Berkshires who are entering or rejoining the workforce.

In addition to a need for clothing and household donations (for donation guidelines, go to <http://www.goodwill-berkshires.com/donate.html>), Goodwill's Dalton Ave. store will accept, for free, household computers and peripherals for responsible recycling, through

a partnership with the Dell Reconnect Program™. Computer equipment is also accepted at all Goodwill stores in the region and at their donation center on Tyler St. Computer recycling continues Goodwill's 100-year legacy of reuse, repurposing and recycling, keeping tons of material out of landfills.

Donations to Goodwill and purchases in the organization's stores support programs that help people in Berkshire County achieve self-sufficiency through improved job opportunities.

"Goodwill of the Berkshires offers a green, socially responsible way to keep good, reusable materials out of the waste stream while providing funds for our customized job training and employment placement services to people in our community who have disabilities, lack education or job experience, or face other employment challenges. It truly is a real community effort," said Engels.

Founded in 1956, Goodwill of the Berkshires is a non-profit organization that helps all people in our communities enhance the dignity and the quality of life, gaining confidence, pride, independence and self-sufficiency through employment training and other support services, in collaboration with local resources.

For more information, call Goodwill of the Berkshires, 158 Tyler St., Pittsfield, Mass., at 413.442.0061 or visit [www.goodwill-berkshires.org](http://www.goodwill-berkshires.org) and [www.facebook.com/GoodwillBerkshires](https://www.facebook.com/GoodwillBerkshires)

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### **Calendar Listing:**

#### **Community**

Grand opening of Goodwill of the Berkshires' new flagship store and boutique on Saturday, August 18, from 1 to 3 p.m., at 457 Dalton Ave., Pittsfield, next to Jo-Ann Fabric. The public is invited to attend the event. Complimentary food and beverages and hourly drawings for store discount coupons are planned. For more information, call the store at 413-442-6627 and visit [www.goodwill-berkshires.org](http://www.goodwill-berkshires.org) and [www.facebook.com/GoodwillBerkshires](https://www.facebook.com/GoodwillBerkshires).