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Goodwill Opens New Store and Boutique in North Adams on Nov. 1

Pittsfield, Mass. — Goodwill of the Berkshires announces that it is opening a new store at 166 State St., North Adams, in the storefront formerly occupied by Aaron's. Goodwill's North County Store and Boutique will open on Nov. 1, less than three months after Goodwill launched its Dalton Ave. flagship store on Aug. 18.

A grand opening and ribbon-cutting ceremony for Goodwill's North County Store and Boutique will be held on Saturday, November 17 at 1 p.m. The public is invited to attend the event, which will feature remarks by North Adams Mayor Richard J. Alcombright and Frank Engels, CEO of Goodwill of the Berkshires and Southern Vermont. Opening celebration activities will include a drawing to win a new brand-name tablet computer and hourly drawings for store discount coupons and other prizes.

According to Engels, the North County Store and Boutique will replace the Goodwill store on Route 8 in Adams. He notes that the new store is a larger retail operation that offers customers a greatly improved shopping experience with wider aisles, better product displays and signage, and an enhanced selection of new and gently used merchandise that will be restocked hourly. The North County Store and Boutique will be open daily, Monday through Saturday from 9 a.m. to 6 p.m. and Sunday from noon to 5 p.m. For more information, call (413) 749-8999 and visit www.goodwill-berkshires.org and www.facebook.com/GoodwillBerkshires.

The store features a separate boutique area with upscale designer clothes, shoes and accessories for women and men. Boutique sales benefit Goodwill's Suit YourSelf program, a referral-only service that provides free, personal assistance to individuals selecting donated business attire for job interviews. Additional outfits are provided when Suit YourSelf clients receive jobs.

"Goodwill of the Berkshires is a very community-minded social service agency," says Engels. "Suit YourSelf is one of many vital workforce development programs we provide to our community in collaboration with other area resources, including Northern Berkshire United Way."

Along with its new store, Goodwill is bringing customized skill development, job training, and employment placement services to individuals in North County who have disabilities, lack education or job experience or face other employment challenges, says Engels. He also plans to open a SuitYourself program in North Adams early next year, based on the success of this service at Goodwill's Tyler Ave. headquarters.

Mayor Alcombright stated, "We are very pleased to see Goodwill of the Berkshires opening their new store here in North Adams. This new model, which combines a more spacious environment and the new boutique concept, should give so many of our residents a wonderful shopping experience. Additionally, in keeping with their mission, they will also provide employment to people with disabilities and training for unskilled workers. I thank Frank Engels and Goodwill for their investment and commitment to our community."

Founded in 1956, Goodwill of the Berkshires is an innovative and sustainable social enterprise 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 and www.facebook.com/GoodwillBerkshires

Goodwill Industries International, Inc. is one of North America's top five most valuable and recognized nonprofit brands as well as a leading social services enterprise. In 2011, more than 4 million people in the United States and Canada benefited from Goodwill's career services. Goodwill channels 82 percent of its revenues directly into its programs and services. See www.goodwill.org for more information.

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Calendar Listing:

Saturday, November 17, 2012

Grand Opening

Goodwill of the Berkshires new North County Store and Boutique; ribbon-cutting and drawings for prizes and store discounts, 1 p.m. 166 State St., North Adams. (413) 749-8999, www.goodwill-berkshires.org