

NEWS RELEASE

Goodwill of the Berkshires and Southern Vermont to Offer Veterans Discount in Retail Stores

PITTSFIELD, Mass. (May 22, 2017) — Goodwill of the Berkshires and Southern Vermont announces that it will now offer veterans and their families a 15 percent discount on in-store merchandise every day of the year. The nonprofit organization's new veterans' discount initiative will kick off on Memorial Day weekend with special festivities on Friday, May 26 from 11 a.m. to 2 p.m. at each of its six thrift stores in Pittsfield, Great Barrington, North Adams and Lee, and Bennington and Rutland, Vt. Representatives from veterans' services organizations will be on site at Goodwill's Pittsfield and North Adams stores, which will also feature guest appearances by area veterans. Refreshments will be served at all locations.

"We're thrilled to provide a veterans discount that honors the brave women and men who serve our country," said David Twiggs, CEO of Goodwill of the Berkshires and Southern Vermont. "Goodwill is a very community-minded social service agency; through offering this discount in our retail operations we strive to give back to our community as well as to enhance awareness about veterans and the many services available for veterans in the region."

To take advantage of the discount, veterans and those in active duty, along with their immediate family members, will simply need to show a valid military ID at Goodwill's thrift stores. The veterans' discount cannot be combined with other discounts or promotions.

Goodwill of the Berkshires and Southern Vermont also offers a 15 percent senior discount in its stores every Wednesday for those ages 55 and above.

The Goodwill stores are open daily, Monday through Saturday from 9 a.m. to 7 p.m. and Sunday from 11 a.m. to 6 p.m. For more information, visit Goodwill-Berkshires.org or follow us at Facebook.com/GoodwillBerkshires

About Goodwill of the Berkshires and Southern Vermont

Goodwill funds certificated job training programs and other community-based programs benefitting people facing employment challenges. Programs are funded through its recycling initiatives, including sales of donated clothing and household items at Goodwill retail stores

Founded in 1956, Goodwill of the Berkshires and Southern Vermont 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.

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