

**\*\*\*MEDIA ADVISORY\*\*\***

**Impact Thrift Stores Announces Grand Reopening at New Space in Norristown Centre**

*Impact Thrift Stores to host grand reopening celebration in Montgomery County*

**Date:** Saturday, Aug. 6, 2016

**Time:** 9 a.m. to 5 p.m.

**Location:** Norristown Centre, 1700 Markley St. Norristown, PA 19401

**Details:** Impact Thrift Stores will hold a Grand Reopening celebration for its new Norristown store location on Saturday, Aug. 6, from 9 a.m. to 5 p.m. Festivities will include prizes, refreshments, entertainment and merchandise discounts.

The new Norristown Impact Thrift Store will offer a 30 percent discount to customers on all items storewide on Saturday, Aug. 6. The first 100 people in line before the doors open will receive a \$10 gift card for any Impact Thrift Stores location. Participants who visit the store between 9 a.m. and 5 p.m. will be invited to enter into a drawing to win a \$25 gift card which will be awarded hourly. Also, a grand prize winner will be pulled from the drawing. The winner will receive a 2.5-minute clothing shopping spree (up to a \$250 value) at the Norristown Impact Thrift Store, to be held on a later date.

From 11 a.m. to 3 p.m., free snacks donated by Hatfield Quality Meats and Derstine's Foodservice will be provided (while supplies last).

Local partner charities ALCAMO Family Centers and the Montgomery County Opportunities Industrialization Center, both located in Norristown, will receive 10 percent of the day's net proceeds.

At 33,000 square feet, the new store is more than 50 percent larger than the current store and is located on the second level of the building at 1700 Markley Street directly behind the current store. There will be entrances from both parking levels.

The new store will be the second largest of Impact Thrift's five retail stores, which are located in Bristol and Feasterville in Bucks County and Hatboro and Montgomeryville in Montgomery County. The Impact Thrift relocation is part of a larger redevelopment project at Norristown Centre (formerly Logan Square Shopping Center).

Fueled by nearly 250 employees, more than 900 dedicated volunteers, and thousands of people who donate tons of household goods and clothing, the Impact Thrift ecosystem positively impacts local communities in many ways. Donating items to Impact Thrift supports recycling efforts, diverting usable items that otherwise would end up in landfills, and enables the organization to offer a dignified shopping experience to all by providing access to affordable clothing, furniture and household goods.

Impact Thrift creates meaningful career and volunteer opportunities by offering second-chance employment to individuals whose past choices have made it difficult to find a job, by hiring those with

special needs, and by welcoming teens and adults who must complete mandatory community service hours.

Net proceeds raised through Impact Thrift's operations financially support 15 locally based charities. Since 2001, Impact Thrift has given its partner charities more than \$2 million, supporting their missions to feed the hungry, house the homeless, provide educational services, and to enable children to reach their full potential through social and educational programs.

**About Impact Thrift:** Based in Montgomeryville, Pennsylvania, Impact Thrift is a nonprofit dedicated to financially supporting local charities that work to feed the hungry, house the homeless and support children and families in need. It fulfills that mission by accepting donations of new and gently used clothing, household items and more and selling them in thrift stores in Bristol and Feasterville, Bucks County, and in Hatboro, Montgomeryville and Norristown, Montgomery County. Net proceeds support locally based nonprofits that deliver social services, allowing them to spend less time fundraising and more time helping families in need in the greater Philadelphia region. To learn more, visit [impactthrift.org](http://impactthrift.org) or [connect with us on Facebook](#).

To find out how you can financially support Impact Thrift's work, visit [www.increaseourimpact.org](http://www.increaseourimpact.org).

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