

FOR IMMEDIATE RELEASE

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NEW GOODWILL DISCOUNT PROGRAM FOR MILITARY / VETERANS

PITTSFIELD, MA – Special Discount Programs

All military and veterans will receive 15 percent off purchases on Military Discount Day, the 1st Tuesday of every month, starting Feb. 1 at all Berkshire Goodwill stores.

“We felt this new effort was the best way to thank our military and their families for their courage in fighting to keep our country safe,” said Frank Engels, CEO. “We know in these economic times it can be tough, especially for the military and veterans. This new discount program should help.”

Goodwill stores offer apparel for men, women and children and linens. In addition, the stores feature various household items, including small appliances, glasses and dishware. The offer is valid with military ID, and some restrictions apply.

Goodwill continues the senior discount program – 15 percent off on purchases made on Wednesdays for customers who are 60 years and older, valid with picture ID.

Goodwill operates retail stores in Pittsfield, Adams and Bennington VT. To find the location nearest you, call 413-442-0061, or visit www.goodwill-berkshires.org.

About Goodwill Industries of the Berkshires

Goodwill is a social enterprise that funds job training, employment placement services and other community programs by selling donated clothes and household items at our Goodwill retail stores. When you donate to Goodwill, you are donating to your community. When you make a purchase at a Goodwill store, you are funding programs in your community.

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