

The Bon-Ton Stores, Inc. Goodwill® Sale Helps Community



MILWAUKEE — The Bon-Ton Stores, Inc. (NASDAQ: BONT) which operates Bon-Ton, Boston Store, Bergner's, Carson's, Elder-Beerman, Herberger's and Younkers stores, today announced the semi-annual Bon-Ton Goodwill Sale will take place from September 16 ~ October 3, 2015.

People who donate clothing, shoes, accessories or other household textiles for Goodwill at any of the Bon-Ton Stores' 270 locations will receive discount coupons to purchase the newest fall fashions for the entire family as well

as home merchandise. Donors will receive coupons of up to 25 percent off merchandise at their local Bon-Ton, Bergner's, Boston Store, Carson's, Elder-Beerman, Herberger's or Younkers stores. The special Goodwill donor discount applies to women's, men's and children's apparel; shoes; handbags; home items; and luggage, with 15 percent off on cosmetics and fragrances.

"The Goodwill Sale is Bon-Ton's signature cause-marketing event," said Kathryn Bufano, president and chief executive officer of The Bon-

Ton Stores, Inc. "Our customers look forward to this sale because they can get involved by donating to help others and also receive discounts on new fall merchandise."

Bon-Ton stores will donate the items collected to Goodwill, where they will be sold in Goodwill stores. Revenues from the sale of those items help fund job training and services in the communities where they are collected, and they help people find jobs and build their careers. In addition, Goodwill uses the funds to provide support services to help people strengthen their families, including free tax preparation, financial education and youth mentoring.

"When you take part in the Bon-Ton Goodwill Sale, you can be certain your donations provide services that help thousands of people who face challenges to finding employment," said Jim Gibbons, president and CEO of Goodwill Industries International. "Bon-Ton shoppers get great deals on new fall clothing and

other items, and Goodwill is better able to support career development programs that help individuals and families."

This marks the 21st

year of the partnership between Goodwill and Bon-Ton. Customers may register for at www.MillionActsofGoodwill.com for a chance to win a \$25 gift card and one lucky winner will receive a \$500 shopping spree. See official rules online for details.

FREE ADMISSION

44TH UMOS MEXICAN INDEPENDENCE DAY PARADE & FESTIVAL

SUNDAY, SEPTEMBER 13, 2015

PARADE
STARTS AT 20TH & OKLAHOMA, EAST ON OKLAHOMA TO 6TH STREET, NORTH ON 6TH TO ROSEDALE, ENDS AT CHASE AVE

FESTIVAL
UMOS CENTER 2701 SOUTH CHASE AVE

COME JOIN THE FUN: CARNIVAL RIDES, FOOD VENDORS, LIVE MUSIC, AREA & NEIGHBORHOOD VENDORS, CHILDREN'S AREA & COMMUNITY RESOURCE BOOTHS

BANDS: EL PETROLO DEL PRADO, EL TRAYUMBA, GUAYAMA MEXICANA, PLANES DE LA SIERRA

FEATURING: FRANK GONZALEZ AS HONORARY PREMIER MARIACHI, OTTO CRONINCHI, AMERICAN G.I. FORUM, AND "EL GRITO" BY JESUS GALLO

CONTENT: ANNUAL PREMIER ELASTO COMPETITION

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