



FOR IMMEDIATE RELEASE

March 14, 2016

SAVE ON NEW SPRING FASHION ARRIVALS AND HELP YOUR COMMUNITY DURING BON-TON STORES' GOODWILL SALE

Bon-Ton Family of Department Stores Accepting Clothing Donation for Goodwill® March 15-April 1

The Bon-Ton Stores, Inc., which operates Boston Store invites the community to participate in its Goodwill Industries of Southeastern Wisconsin donation drive during the company's semi-annual Goodwill Sale, which begins Wednesday, March 15 through Saturday, April 1. During the 18-day event, customers can drop off bags of donated goods during their visit to any Bon-Ton department store and receive coupons for up to 30 percent off on new fashions. It's a great time to do some spring cleaning and put those items no longer needed to good use by donating them to Goodwill Industries of Southeastern Wisconsin.

The community is encouraged to get involved by donating items such as ladies, kids and men's clothing, accessories, shoes, luggage and household textiles. Customers' donations, collected during the Bon-Ton Goodwill Sale, will be sold in Goodwill Store & Donation Centers and the revenues will create employment training, skills development and job placement for people in southeastern Wisconsin. In return for each and every item donated Bon-Ton customers receive generous coupons for up to 30 percent on apparel and 15 percent on cosmetics and fragrances to use in-store and online. It's the perfect time to save on the new spring fashion arrivals, designer brands, shoes, accessories, home décor, beauty brands and nearly everything in the store. The Goodwill Sale coupons can be used on regular and sale priced items making this event the best sale of the season.

"Donations are vital in helping Goodwill provide the job training and career related services such as résumé preparation and skills training that people need to find employment and build their careers," said Jackie Hallberg, President and CEO. "Bon-Ton customers can take pride in knowing that their donations are fueling a social enterprise that is helping people earn jobs in their community."

Local Goodwill organizations across the U.S. and The Bon-Ton family of department stores have partnered for the Bon-Ton Goodwill Sale for 23 years. Customers eagerly anticipate the event, which represents the largest and longest-standing cause partnership and department store donation drive for Goodwill in the United States.

"March is the perfect time to refresh your wardrobe and home. By making a donation to Goodwill you not only receive discounts on new spring arrivals at Bon-Ton, you're doing good for your community," said Kathryn Bufano, president and chief executive officer of The Bon-Ton

Stores, Inc. "The Bon-Ton Goodwill Sale is one of our favorite events of the year because it demonstrates Bon-Ton's commitment to our communities."

For customers who would like to contribute in a different way, they may make a \$1 donation in-store or online to receive additional Goodwill Sale event coupons. For more information about the Bon-Ton Goodwill Sale and how to enter for a chance to win a \$500 shopping spree, visit bonton.com/goodwill.

About The Bon-Ton Stores, Inc.:

The Bon-Ton Stores, Inc., with corporate headquarters in York, Pennsylvania and Milwaukee, Wisconsin, operates 263 stores, which includes 9 furniture galleries and four clearance centers, in 25 states in the Northeast, Midwest and upper Great Plains under the Bon-Ton, Bergner's, Boston Store, Carson's, Elder-Beerman, Herberger's and Younkers nameplates. The stores offer a broad assortment of national and private brand fashion apparel and accessories for women, men and children, as well as cosmetics and home furnishings. The Bon-Ton Stores, Inc. is an active and positive participant in the communities it serves. For further information, please visit thebontonstoresinc.com or the company's web site at bonton.com. Join the conversation and be inspired by following Bon-Ton on [Facebook](#), [Twitter](#), [Instagram](#), [Pinterest](#) and the fashion, beauty and lifestyle blog, [#LoveStyle](#).

About Goodwill:

Goodwill Industries of Southeastern Wisconsin is the largest Goodwill organization among 164 agencies in North America. Goodwill employs more people with disabilities than any other private-sector business in the area. In 2016, Goodwill provided services to nearly 65,000 men and women with disabilities and disadvantages and had 9,608 individuals enter employment. Visit www.goodwillsew.com for more information about the organization.

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