

WATERTOWN URBAN MISSION

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For Immediate Release
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Impossible Dream Thrift Store Now Open Sundays

Grand “Re” Opening event on Sunday to feature special deals and prizes
Always affordable and local, store sales benefit Watertown Urban Mission programs

WATERTOWN (June 24, 2011)—Looking for great deals on Sundays? The Impossible Dream Thrift Store is exactly what you’re looking for and this Sunday, the deals will be unbelievable to celebrate the store’s new hours in a “Grand ‘Re’ Opening.”

“We are just so excited to offer shoppers the chance to enjoy our store now on Sundays too,” said Erika F. Flint, executive director at the Watertown Urban Mission. “The Impossible Dream Thrift Store offers the best prices of any thrift store in the region to ensure our items are affordable to everyone. This is the right place for any and every dollar conscious shopper. The Impossible Dream is for everyone.”

This Sunday’s event will feature a sidewalk sale, which is also new at the Impossible Dream every Sunday and Wednesday, weather permitting. Shoppers on “Grand ‘Re’ Opening” Sunday will be entered into a raffle for hourly prizes and have the opportunity to bid on silent auction items.

Storewide sales this Sunday include 50 percent off sporting goods, pictures, picture frames, and baby toys/furniture, 20 percent off clothing and linens, electronics, toys, and furniture. Housewares, giftware, and luggage will be buy one get one free, and hardcover books will be just 50 cents, with paperbacks going for just 25 cents. Every sale at the Impossible Dream, along with information about the Mission and other programs can be found on www.facebook.com – just search for the Watertown Urban Mission and Impossible Dream Thrift Store and become a “fan.”

Sales at the Impossible Dream Thrift Store support the Watertown Urban Mission’s operations. The Mission provides assistance to empower and enable our friends and neighbors in need throughout the community through its food pantry and critical needs program, which helps people obtain essential items from housewares to prescriptions. Other programs include Bridge program, which offers a path to sobriety instead of jail time, the HEARTH program, which fights homelessness, and the Wheels for Work program, which offers low cost reliable vehicles to maintain employment.

“Every dollar spent at the Impossible Dream stays here to support these vital programs and everything we sell comes from the generosity of our community,” Ms. Flint said. “Being open on Sundays now gives us seven days a week to accept the generous donations of furniture, small appliances, clothing, electronics, toys and more. This inventory makes everything we do at the Mission possible.”

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