



**FOR IMMEDIATE RELEASE**

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**ST. VINCENT DE PAUL ANNOUNCES OPENING OF  
NEW 10,000 SQ. FT. THRIFT STORE IN MASON**

*Grand Opening Festivities Memorial Day Weekend*

**CINCINNATI, OH – May 15, 2008** -- The Society of St. Vincent de Paul recently opened its newest thrift store at 1065 Reading Road, just north of Western Row Road in Mason. The new location offers 10,000 square feet of modern retail space. Official grand opening festivities are planned for the three-day Memorial Day weekend, and include complimentary refreshments and family entertainment plus an additional 20% off everything in the store.

“The new St. Vincent de Paul Thrift store will be an integral part of the Mason community by providing clothing, household goods, and other essential items to people in need – families on tight budgets, the elderly on fixed incomes, the working poor and others. Those who need help most receive no-cost goods at our stores through a voucher system. In addition, every purchase made by bargain hunters supports our local efforts directly. Dollars spent at our thrift stores help needy families keep their lights on, food on the table and a roof over their heads”, noted Prentice Carter, Director of Operations, St. Vincent de Paul Stores.

Proceeds from sales at the new location, as well as from SVDP’s five other local thrift stores support the organization’s mission of local neighbors helping neighbors. Staff and volunteers visit people throughout Greater Cincinnati and often see people in the most dire circumstances -- parents needing a crib for a newborn baby, families who have lost everything they own to a fire or foreclosure or children needing school clothes or a coat to stay warm.

The Mason store is located in Mason Town Plaza near Tuesday Morning and Harbor Freight and features ample parking and a large selection of apparel and household items. Merchandise selection changes daily. The Mason store is open seven days a week, from 9:00 a.m. to 7:00 p.m. Monday through Saturday, and noon to 5:00 p.m. Sunday.

St. Vincent de Paul thrift stores have been recognized as 'Best in Cincinnati' by *Cincinnati Magazine*. For all St. Vincent de Paul thrift store locations & hours, visit our web site at [www.svdpcincinnati.org](http://www.svdpcincinnati.org).

St. Vincent de Paul accepts donations of gently used clothing, household items, furniture and cars year-round. All six thrift stores offer convenient donation drop-boxes; accept drop-off donations during hours of operation, or pick-ups can be scheduled by calling 513-421-CARE (2273). Tax receipts will be provided for donated items.

#### About St. Vincent de Paul

The Society of St. Vincent de Paul (SVDP) has been helping Greater Cincinnati and Hamilton County residents in need with the basic necessities of life for nearly 140 years. The organization works personally with those in need, regardless of race or creed, to bridge the spiritual, emotional and financial gaps in their lives through home visits provided by neighborhood-based volunteer groups, and groundbreaking initiatives like the Charitable Pharmacy. The Society of St. Vincent de Paul continues to be a leading community service organization, recently recognized by The CincinnatiUSA Regional Chamber of Commerce as Non-Profit of the Year. For more information, go to [www.svdpcincinnati.org](http://www.svdpcincinnati.org).

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