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**For Immediate Release**

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## **Christmas Dreams Made Possible**

### **Annual Impossible Dream Christmas Shop to Open Monday**

Great deals on decorations, toys & more to support your local community through Dec. 7

WATERTOWN (November 16, 2012) – With tremendous support from the local community through donations and volunteers, the Impossible Dream Thrift Store is opening its annual Christmas Sale, called “Christmas Dreams Made Possible” on Monday, November 19<sup>th</sup>, to offer the best deals in town on holiday decorations, toys and more.

“The Christmas season puts a strain on just about everyone’s budget, so we’re clearing out our inventory of gently used Christmas decorations, toys and gifts for a special sale in the Community Room of the Watertown Urban Mission for three weeks,” said Tammy Kirch, store manager. “You won’t find better deals on ornaments, garland, artificial Christmas trees, toys and so much more.”

This year, the “Christmas Dreams Made Possible” holiday store will be set up with the help of volunteers from the North Country Library System, Royal Ranger and Youth groups and local churches. The crews of volunteers will spend this weekend transforming the Mission’s Community Room into a Christmas shop where all are welcome to enjoy the tremendous savings.

“Our inventory depends on the generosity of this community and we are so thankful for all that we have to offer,” Tammy added. “And to have the great volunteers who have made this their passion to make Christmas affordable for all is so amazing.”

Every sale at the Impossible Dream Thrift Store supports your Mission’s six major programs to help neighbors in need with food, drink, clothing, shelter, acceptance, medical expenses and rehabilitation from drugs and alcohol. The store’s tag line “Every Good Deal is a Good Deed for Your Community” says it all. The store is open Monday through Saturday, 9 a.m. to 6 p.m. and Sundays, noon to 5 p.m.

“We invite people of all walks of life to see the importance of supporting local businesses and in our case, local programs to help neighbors in need, while reusing perfectly good merchandise at extreme discounts,” said Erika F. Flint, executive director. “Here at the Impossible Dream you can do three good things with every purchase – support neighbors in need, recycle quality goods and save your wallet from the strain of Christmas shopping.”