



For Immediate Release

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“Brand New Dream, Same Low Prices” — New Look Impossible Dream Now Open Official Grand Re-Opening Celebration Planned for July 17th to 20th

Renovations Funded by Capital Campaign Give Thrift Store a Fresh New Look, Ready to Welcome Shoppers

WATERTOWN (July 9, 2014) – The Impossible Dream Thrift Store has a sharp new look, and on July 17th, the store will celebrate its “Grand Re-Opening” with a special presentation to thank the more than 400 donors who responded to the call to make this renovation possible. This will kick off a four day sales event to thank the loyal customers who have continued shopping throughout the remodeling.

“We continue to be amazed by the mark that so many generous donors have made on the future of the Watertown Urban Mission,” said Erika Flint, executive director. “We’re still working out a few more details in the store, but everyone is excited about the ‘Grand’ re-opening celebration next week to thank all of the individuals, businesses, organizations and churches that made this possible, and give back to all of you who have continued to support this store with your donations and shopping.”

The Dream has remained open seven days a week since renovations started in March by utilizing space which had been the Mission’s Community Room and waiting area, as well as half of the downstairs retail space. The newly renovated two-level store opened to customers on July 2nd. After the July 4th holiday, staff and volunteers moved the remaining merchandise back from the temporary space.

“The new store space exemplifies what this campaign is and has been about – creating a facility that is safer, more efficient and better suited to serve,” Erika added. “This store is now fully accessible to all customers, and is bright, open and inviting.”

The Watertown Urban Mission’s campaign, known as “Mission: Possible – Renew, Restore, Revitalize,” set a goal of reaching the \$2 million mark by the end of 2014, but exceeded that number in January, allowing for work to start in March. In addition to the thrift store, the campaign is funding renovations to the food pantry, program offices, and community spaces within the building and established a \$300,000 endowment.

“We want to say thank you to our loyal shoppers who stayed with us during the renovations and invite everyone to come shop this beautiful new store, because every good deal supports programs to help your neighbors in need,” Erika said. “In addition, we are sure everyone will be excited to know that because of the campaign’s many generous donors, this brand new Dream will continue to have the same low prices everyone has come to expect.”

Every campaign donor has been invited to attend the Grand Re-Opening Ceremony on July 17th and special deals will be offered throughout the extended weekend to July 20th.

The Mission moved into its current facility in 2004. The Mission: Possible Capital Campaign seeks to make the Mission’s facilities safer, more efficient and better suited for the Mission’s programs, all while keeping an eye toward long term sustainability both through the building project and an endowment portion of the campaign. In keeping with the Mission’s long track record of sound fiscal decisions, less than 2 percent of all funds raised have been spent on campaign fundraising activities.