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## **Bon-Ton Stores Seek Locally-Sourced and Themed Products from Local Makers, Artisans & Entrepreneurs**

### **Retailer announces second Online Sourcing Fair to help stock its growing number of "Close to Home" shops**

MILWAUKEE, Aug. 1, 2017 /PRNewswire/ -- The Bon-Ton Stores, Inc. (NASDAQ: BONT), which operates Bon-Ton, Bergner's, Boston Store, Carson's, Elder-Beerman, Herberger's and Younkers stores, announced today that it seeks locally-sourced and themed products from local artists and designers, makers, artisans, and entrepreneurs for its growing "Close to Home" program. The retailer once again invites vendors with established businesses and galleries interested in having their products sold in "Close to Home" shops to apply online now through August 31 during Bon-Ton's second Online Sourcing Fair.



Available in-store and online, "Close to Home" shops feature locally-sourced and themed products many of which are hand-crafted or upcycled. Bon-Ton launched its first Online Sourcing Fair earlier this year as part of an ongoing effort to provide shoppers with a broader selection of local products by developing more relationships with area makers in communities they serve. During the first Online Sourcing Fair, more than 1,250 artists, designers, makers, artisans and entrepreneurs submitted applications in more than a dozen product categories with jewelry, artwork, home décor, kitchen and bar, apparel, and accessories topping the list.

"We were thrilled by the number of submissions and the level of creativity and quality we found in our first Online Sourcing Fair and are very excited to develop more partnerships with makers," said Chad Stauffer, Executive Vice President, Chief Merchandising Officer for The Bon-Ton Stores, Inc. "Our 'Close to Home' shops allow local artisans to reach a much wider marketplace and offer our customers the true local flavor and personalized offerings they want from their hometown shopping destination."

To date, the "Close to Home" initiative has provided more than 325 small businesses with the opportunity to sell products in a major department store. "Close to Home" is part of Bon-Ton's broader commitment to support the communities where its stores are located. Since opening in 45 stores in fall 2016, Bon-Ton has more than tripled the number of "Close to Home" shops to 148 and plans to open an additional 40 in-store shops in early fall.

"Close to Home" shops offer new items frequently and seasonally to provide shoppers with a fun, fresh and unique product selection. Shoppers will find custom-designed and locally themed products and one-of-a-kind creations such as artwork, jewelry, home décor, kitchen and barware, ceramics, bath & body products and other items crafted by local artists.

The current Online Sourcing Fair is open through August 31, 2017 at [closetohome.bonton.com](http://closetohome.bonton.com). Interested applicants must reside in one of Bon-Ton's [25 states](#) to apply for this exclusive opportunity.

**About The Bon-Ton Stores, Inc.**

The Bon-Ton Stores, Inc., with corporate headquarters in York, Pennsylvania and Milwaukee, Wisconsin, operates 261 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](http://thebontonstoresinc.com) or the company's web site at [bonton.com](http://bonton.com). Join the conversation and be inspired by following Bon-Ton on [Facebook](#), [Twitter](#), [Instagram](#), and [Pinterest](#).



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