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## **Bon-Ton Stores Opens "Community Days" Fundraising Opportunity to Non-Profit Groups**

### **Local Groups and Schools can Raise Funds by Selling Special Savings Booklets**

MILWAUKEE, Aug. 29, 2017 /PRNewswire/ -- The Bon-Ton Stores, Inc. (NASDAQ: BONT), which operates Bon-Ton, Boston Store, Bergner's, Carson's, Elder-Beerman, Herberger's and Younkers stores, invites local non-profit groups to participate in the company's Community Days fundraiser. Organizations and school groups are invited to sign up now at [communitydayevent.com](http://communitydayevent.com) to begin raising money by selling savings booklets in their neighborhoods and online to benefit their organization.



Since 1999, this signature event has helped thousands of local non-profit 501(c) (3) groups and schools raise more than \$142 million to support local community initiatives. In 2016, Community Days groups raised \$8.9 million dollars during this semi-annual event with dollars raised directly impacting their organizations and local community. Non-profit groups participating have ranged in focus from education, health and environmental causes to arts and culture, animal welfare and many more.

Top 5 benefits for 501(c) (3) nonprofit organizations and school groups who participate:

1. It's Risk-free. All materials are provided to organizations at no cost.
2. For just a \$5 donation, donors receive a \$500 savings booklet, including a \$10 off coupon!
3. 100% of the \$5 booklet fee collected is retained by the participating organization.
4. Groups of any size, big or small, can participate and help fulfill their fundraising goals.
5. Donors can buy online! Groups can choose to participate by using a personalized online selling link provided for use in social media, email or website. Booklets ship with free delivery.

Community Days savings booklets can be used in all Bon-Ton, Boston Store, Bergner's, Carson's, Elder-Beerman, Herberger's or Younkers stores or online from Wednesday, November 8 through Saturday, November 11.

Organizations that have participated in the Community Days program have had this to say about their involvement:

Alex's Lemonade Stand Foundation, Stillwater, MN

"We have just sent the last check we raised for Alex's Lemonade Stand Foundation, bringing our fundraising total to \$2,365. That's enough to cover a week of funding for research in children's cancer treatments. Participating in the Community Days event triggered a large grant from someone who purchased a booklet at the local Herberger's store."

Ebony Ice Ski Club, Milwaukee, WI

"A big shout-out to Boston Store and the Community Days Event Fundraiser! Last year we raised more than \$1,200 to support Ebony Ice Ski Club! We are a non-profit club and this is our annual fundraising event which helps reach our goal to make the activities affordable to all. Thanks for keeping our club cruising down the slopes! Our goal this year is \$2,000!"

Erie Homes for Children and Adults (EHCA), Erie, PA

"Our MOVE program volunteers from Erie Homes for Children and Adults love greeting people at the mall. The coupon booklets they sell help provide music, games, and art supplies at their MOVE studio in our community. Thank you for your support!"

Brain Injury Resource Center of Wisconsin, Waukesha, WI

"Being part of the Community Days event not only provides a means to support our organization, but it allows us to participate in active community outreach. We have encountered many individuals and families that are living with the reality of brain injury. Being able to connect on a one-to-one basis helps them know they are not in this alone."

LoveWorks Ministries, Cranberry, PA

"This was our first time participating in the Community Days event. It was such a great opportunity for LoveWorks Ministries to share with other organizations to raise funds for a worthy cause. We are indeed & truly grateful we were selected to participate in Community Days."

IMPRUVE, Chicago, IL

"Carson's in Ford City provides a great fun raising and fundraising experience for PWDs (Persons who are disabled). Carson's Community Days gave IMPRUVE seed money to reboot our Rider-Driver Alliance and Paratransit Minuteman Campaign. We exceeded our original goal and the new volunteers loved the experience."

Boy Scout Troop 912, Bloomington, IL

"Community Days allows Boy Scout Troop 912 to earn money to use toward scouting events and equipment and learn financial responsibility. The scouts keep 100% of what they earn by selling Community Days booklets. The earnings are placed in their individual "Scout savings" accounts. They can then leverage that money to pay for campouts, summer camp, high adventure camps, yearly Scout dues and even some scouting equipment such as a new tent. It is an excellent way to help them cover the cost of scouting."

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

The Bon-Ton Stores, Inc., with corporate headquarters in York, Pennsylvania and Milwaukee, Wisconsin, operates 260 stores, which includes 9 furniture galleries and four clearance centers, in 24 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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