



November 7, 2017

## Shop for a Good Cause at Bon-Ton Stores Community Days November 8-11

### Charity Shopping Event Aims to Raise \$6 Million to Support Local Charities

MILWAUKEE, Nov. 7, 2017 /PRNewswire/ -- Lend a helping hand to local non-profit groups and schools during The Bon-Ton Stores, Inc. (NASDAQ: BONT) 4-day Community Days event. The charity shopping event will be held at all Bon-Ton, Boston Store, Bergner's, Carson's, Elder-Beerman, Herberger's and Younkers stores Wednesday, November 8 through Saturday, November 11.



Local 501(c)(3) non-profit organizations, schools and Bon-Ton stores have been raising funds since early fall by selling special \$5 coupon booklets in the community and at stores to use at this 4-day event. Booklets contain a variety of special merchandise offers, a \$10 off coupon and a 30 percent off shopping pass to use at all Bon-Ton store locations and online during the [Community Days](#) event. The company aims to raise \$6 million dollars benefitting more than 9,000 participating organizations to support initiatives that directly impact the community Bon-Ton stores serve. 100% of the \$5 booklet cost benefits participating organizations.

Booklets can be purchased from local participating groups at each store entrance or at the register from a sales associate during the shopping event.

"Over the past 18 years and with help from our generous customers we've raised more than \$142 million through the Community Days event," commented Steve Byers, executive vice president of Stores for The Bon-Ton Stores, Inc. "Providing this kind of measurable community impact to non-profit organizations and schools is a cornerstone of our mission to serve our local communities."

Since 1999, the Community Days event has raised funds for participating organizations focusing on everything from education, health and environmental causes to arts and culture, animal welfare and many more.

#### **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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