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FOR IMMEDIATE RELEASE
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Partnership's Thrift & Consignment Store Rebranded as Upscale Resale Shop

CHATTANOOGA, TN – Partnership for Families, Children and Adults is excited to announce that Partnership's Thrift and Consignment store is taking on a new name and look. **Cause Cloth** is a refreshing, hip and clean makeover of the thrift store seeking to draw on a demographic that may not typically shop second hand. While still selling gently used clothes, Cause Cloth will incorporate boutique and high-end brand clothing. Many clothing pieces are new with tags. All proceeds will continue to benefit Partnership and their mission of empowering people and building community.



Modeled after other successful non-profit endeavors, the hope is shoppers will be inspired by the thought of bolstering a local non-profit while enjoying a great shopping experience. Cause Cloth will be both an economic driver for Partnership and offer an affordable and unique shopping experience in downtown Chattanooga. Still located across from the Bessie Smith Cultural Center on Martin Luther King Blvd. and surrounded by popular restaurants and venues, the urban environment adds to the modern feel of this clothing store. As the rebranding campaign unfolds, Partnership will release photographs from local personalities modeling the clothing. **Please join us for a ribbon cutting ceremony on Friday June 22nd at 11 a.m. at the Cause Cloth store 301 E. M.L.K. Blvd., Chattanooga.** Drinks and light appetizers will be served. CEO Pam Ladd and other guests will be on hand to greet the public. Also, special discounts will be given out for grand opening weekend.

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