



Greater Milwaukee  
& Waukesha County

## For Immediate Release

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## The Bon-Ton Stores, Inc. Raises Another Record Breaking Donation for United Way

Milwaukee [August 26, 2016] – On August 25, 2016, The Bon-Ton Stores, Inc., headquartered in downtown Milwaukee, held its 7th Annual Charity Outing at the Grand Geneva Resort and Geneva National. 750 Bon-Ton associates, volunteers, and vendors attended the outing participating in golf, spa, and ziplining activities followed by an evening celebration. Bon-Ton raised \$495,000 for the United Way of Greater Milwaukee & Waukesha County.

“We cannot thank the Bon-Ton Stores enough for their continued support. Bon-Ton and its local Boston Stores are an anchor in our community and continues to be a pillar for change through their philanthropic efforts.” said Jackie Herd-Barber, community volunteer and campaign co-chair for United Way.

Over the past seven years this event has seen tremendous growth and has contributed nearly \$1.8 million dollars to United Way of Greater Milwaukee & Waukesha County’s [Community Fund](#). Over 150 Bon-Ton associates volunteered their time to oversee the logistics of the event contributing to its success.

### About The Bon-Ton Stores, Inc.:

The Bon-Ton Stores, Inc., with corporate headquarters in York, Pennsylvania and Milwaukee, Wisconsin, operates 267 stores, which includes 9 furniture galleries and four clearance centers, in 26 states in the Northeast, Midwest and upper Great Plains under the Bon-Ton, Bergner’s, Boston Store, Carson’s, Elder-



Photo: Kathryn Bufano, president and CEO of The Bon-Ton Stores, Inc. and Jackie Herd-Barber, community volunteer and campaign co-chair for United Way of Greater Milwaukee & Waukesha County.



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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 store locations and information, visit [bostonstore.com](http://bostonstore.com). Join the conversation and be inspired by following Boston Store on Facebook, Twitter, Instagram, Pinterest and the fashion, beauty and lifestyle blog, #LoveStyle.

**About United Way of Greater Milwaukee & Waukesha County:**

United Way of Greater Milwaukee & Waukesha County improves our community by mobilizing people and resources to drive strategic impact in Education, Income, and Health – the building blocks for a good quality of life. Learn more at: <http://www.unitedwayGMWC.org>

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