



Greater Milwaukee
& Waukesha County

For Immediate Release

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The Bon-Ton Stores, Inc. Raises Record Amount for United Way of Greater Milwaukee & Waukesha County

Donation is the single largest check ever received from a corporate event

Milwaukee [September 10, 2015] – On September 3, 2015, The Bon-Ton Stores, Inc., headquartered in downtown Milwaukee, held its 6th annual golf outing at the Grand Geneva Resort. Over 700 Bon-Ton associates and vendors attended the festivities followed by an evening celebration. Bon-Ton raised \$491,594 for the United Way of Greater Milwaukee & Waukesha County making this outing the most successful fundraiser in its history.

“We are thrilled to share that Bon-Ton presented the United Way of Greater Milwaukee & Waukesha County with the largest single check we have ever received for a corporate event. We cannot thank the Bon-Ton enough for their continued support,” said Mary Lou Young, president and CEO for the United Way.

The money was raised through sponsorships, raffles, and silent auction items. Over 140 Bon-Ton associates volunteered their time to oversee the logistics of the event contributing to its success.



Photo: Kathryn Bufano, president and CEO of The Bon-Ton Stores, Inc. and Mary Lou Young, president and CEO for United Way of Greater Milwaukee & Waukesha County.



About The Bon-Ton Stores, Inc.:

The Bon-Ton Stores, Inc., with corporate headquarters in York, Pennsylvania and Milwaukee, Wisconsin, operates 270 stores, which includes nine 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-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 www.bonton.com. Join the conversation and be inspired by following Bon-Ton 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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