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UNCG STUDENTS PLAN DUSK-TO-DAWN FOCUS ON GIVING SALVATION ARMY FAMILY STORE A MAKEOVER TO ATTRACT DONATIONS, BUSINESS

GREENSBORO, North Carolina, October 24, 2008 — From dusk tonight until dawn tomorrow, more than two dozen students and faculty at the University of North Carolina at Greensboro will collaborate on plans for a thorough makeover of The Salvation Army's Family Store on West Lee Street.

At 7 p.m., a 12-hour structured focus —a design charrette — begins. Inside the innovatively angled Maud Gatewood Studio Arts Building on campus, students from the departments of Interior Architecture (IARC) and Consumer, Apparel and Retail Studies (CARS) will present, discuss and congeal their research into practical recommendations for transforming the appearance and creating greater operational efficiencies of the 40,000 square-foot thrift store.

“What began as a request for a few ideas to help us make our Family Store more functional and friendly has grown into an amazing, high energy community service project,” said Major Paul B. Egan, corps officer, The Salvation Army of Greensboro. “The hard work will help us take our store to a higher level that is more appealing and friendly, without losing our sense of mission of serving others.”

The local Family Store sells donated household items, apparel and furniture, using the proceeds to fund Greensboro's Boys and Girls Clubs and Center of Hope, a shelter to self-sufficiency. Nationally, The Salvation Army's separate commands operate more than 1,400 Family Stores.

In pre-charrette study and planning meetings, students and professors never lost sight of their objective to identify ways to make the shopping experience more enjoyable and

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comfortable in look and feel, while maintaining its mission of serving a diverse clientele ranging from the needy to the bargain shopper. Improving the appearance and function of the Family Store is part of the Army's marketing campaign — *What's in store really makes a difference!* — to increase community visibility and the level of donations.

Each hour of the charrette's interrelated study sessions, IARC and CARS students will address all functional and operational aspects of the Family Store from their respective academic emphasis: Space planning, display, branding, site plan, signage, merchandise and employee identity.

During the past two months, individually and in groups, students and faculty visited the Family Store at 307 West Lee Street near Eugene Street, where they conducted research.

IARC's focus is on interior and exterior materials, maintenance, lighting, customer flow, structure and deployment of furnishings, fixtures and equipment. For CARS, the focus is on merchandising, store management, customer behavior, merchandise acquisition, storage, presentation and disposition.

The charrette is coincident with the national Interior Design Educators Council's Make A Difference project, a service activity in which interior design students develop creative solutions to improve the daily lives of members of their community. In conjunction with the charrette, UNCG's student chapter of the International Interior Design Association invited students to bring donations of household items and apparel to the Gatewood Studio Arts Building near corner of Spring Garden Street and Highland Avenue.

At sunrise tomorrow, the charrette will produce a comprehensive, yet flexible working document with images in preparation for a formal presentation to The Salvation Army in November.

"We are eager to receive and assess the recommendations, which will be significant here as we plan for a second Family Store that will be more of boutique with a fashion focus for northern Greensboro," Egan said. "UNCG's work has the potential of broader implications for the Army in other areas of the country."

The working relationship between the Army and UNCG began in August with an informal inquiry to C. Thomas Lambeth, IARC chairman and associate professor, who recommended a joint project with CARS Chairwoman Gwendolyn O'Neal. They identified

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professors and soon the project's personal and professional virtues spread in each department, attracting excited students and alumni.

Honors students are primary participants of the charrette, enhancing their undergraduate studies as part of UNCG's renowned Lloyd International Honors College, which attracts high achieving students for life-enriching academic experiences.

"This is an important community project, allowing students to fulfill their humanitarian calling for service, plus giving them practical experience to apply their knowledge, and that will help them professionally," said Nadia Volchansky, IARC adjunct professor. "What is most exciting is that these students have volunteered to be on this project."

Volchansky and colleague and adjunct professor, Suzanne Cabrera coordinated IARC's development and participation of the charrette. They join CARS' professors Jennifer Yurchisin and Kittichai Watchravesringkan for the all night project focus.

Student organizations are integral to planning and executing the charrette. At IARC, Debbie Nestvogel serves as campus president of International Interior Design Association. At CARS, Noelle Crist is president of THREADS, a campus organization.

About UNCG's Interior Architecture

Housed in the Maud Gatewood Studio Arts Building, IARC engages students in three distinct design disciplines: interior design, architecture, and industrial design.

Interior design focuses on the selection of interior materials, finishes, and furnishings; architecture on the design of building forms and systems; and industrial design on the design of manufactured products.

IARC students learn about all three disciplines, preparing them for a broad range of careers in interior design, an integral part of the design degree, reinforcing and expanding the multi-disciplinary nature of the design education.

About UNCG's Consumer, Apparel and Retail Studies

CARS offers three academic concentrations:

Apparel Products Design – prepares students for careers in apparel and textile products design and production.

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Retailing and Consumer Studies – prepares students for careers in apparel marketing, distribution, and retailing.

Global Apparel and Related Industry Studies - prepares students for apparel and related industry careers in the global arena.

About The Salvation Army:

Each year The Salvation Army of Greensboro performs a multitude of acts of caring. It is an evangelical unit of the universal Christian church supporting those in need in God's name without discrimination since 1865.

Nearly 33 million Americans receive assistance from The Salvation Army each year through the broadest array of social services that range from providing food for the hungry, relief for disaster victims, assistance for the disabled, outreach to the elderly and ill, clothing and shelter to the homeless and opportunities for underprivileged children.

About 83 cents of every dollar raised is used to support those services in nearly 9,000 communities nationwide. For more information, go to <http://www.salvationarmyusa.org>.

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