

Lapels Dry Cleaning kicks off clothing drive

Steven Dubin March 25, 2014



Lapels Dry Cleaning Clothing Drive

Lapels Dry Cleaning announces its annual Clothing Drive to benefit Big Brother Big Sister organizations in the states of Massachusetts, Rhode Island, Connecticut, Arizona, Louisiana and New Jersey.

(Newswire.net -- March 25, 2014) Hanover, MA -- Last year, Lapels Dry Cleaning customers from five states donated nearly 10,000 pounds of clothing for Big Brother/Big Sister organizations in those respective states. Starting April 5 and running through April 19, Lapels Dry Cleaning will host its Annual Clothing Drive

in six states with the goal of shattering last year's mark.

"One pound of clothes is said to be the equivalent of \$1. So while we were very pleased with raising nearly \$10,000 with last year's drive, we know this year the combination of our franchisees participation and our best of class customers will put us into record-breaking numbers once again," said Kevin Dubois, CEO of Lapels Dry Cleaning.

This year's Lapels Clothing drives will take place in Arizona, Connecticut, Louisiana, Massachusetts, New Jersey (Monmouth, Ocean and Essex counties) and Rhode Island.

Starting April 5 and running through April 19, Lapels customers and the general public are welcome to donate any gently used clothing items including: Men's, Women's and Children's clothing, coats, jackets, shoes (any season or size). Household items such as linens, sheets, blankets, towels, drapes, comforters, afghans, curtains, fabric and purses are also accepted.

Clothes collected by Lapels Dry Cleaning will be donated to Big Brother/Big Sister and in turn will then be sold by high-end thrift stores. The net proceeds from those sales are donated towards Big Brother/Big Sister Bay mentoring programs for young girls and boys.

"This annual clothing drive is actually something our customers look forward to because it kills two birds with one stone. On one hand, they get to help a very worthy cause raise money without it costing them a dime out of their pocket. On the other, they're removing unwanted items from their home. It's the proverbial win-win where everybody wins," said Dubois.

For the addresses of Lapels Dry Cleaning stores near you, please visit www.mylapels.com.

Lapels has pioneered its eco-friendly dry cleaning experience for the past 12 years. Using the latest technology in equipment and cleaning solution, Lapels is one of the few dry cleaners in the U.S. able to boast that there is no hazardous waste in their process. Their environmentally-friendly cleaning process has no odor and is gentler on clothes, thus lengthening the life of clothes. At Lapels you can see, feel and smell the difference.

Lapels customers are greeted to a warm and inviting reception area, with friendly customer service representatives,

and a full service on-site tailor.

Lapels offers its customers Automatic Rewards earning them credit towards free dry cleaning for every dollar they spend, Loyalty Programs, a VIP Program which eliminates the need to wait in line and the use of a 24 Hour Drop Off Service. Same day service is also available with pick-up after 5 pm.

For complete information on Lapels Dry Cleaning, please visit www.mylapels.com.

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