



Your Store. Your Style.

BON-TON *Boston Store Bergners Carson's Elder-Beerman Herberger's Youngers*

**The Bon-Ton Stores Inc. contributes \$100,000 in donations and in-kind gifts to support the March of Dimes mission to improve the health of babies**

**MILWAUKEE—May 26, 2016—** [The Bon-Ton Stores, Inc.](#) (NASDAQ: BONT), which operates Bon-Ton, Bergner's, Boston Store, Carson's, Elder-Beerman, Herberger's and Youngers stores contributed donations as well as merchandise, with a total value of \$100,000, in support of the [March of Dimes](#), an organization that works to improve the health of babies by preventing birth defects, premature birth and infant mortality, for its *Give today. Give them tomorrow* campaign. From April 29 through May 17, Bon-Ton raised and funded \$50,000 cash donation and donated over \$50,000 in baby essentials to mothers in need through vendors including Carters, AD Sutton & Sons, and Little Me.

"We are thrilled to once again partner with The Bon-Ton Stores, Inc. to support the March of Dimes mission to give every baby a healthy start at life," said Sterrin Bird, senior vice president, chief development officer for the March of Dimes. "Bon-Ton's dedication to helping prevent prematurity, when one in ten babies in the United States is born too soon, is truly to be commended. In addition to their vendor-donation effort, which delivered thousands of useful items to mothers in need, this campaign showcases Bon-Ton's commitment to families across our country."

Bon-Ton created various opportunities for customers to get involved and benefit the organization's efforts to help local mothers and babies. For every \$3 in-store donation, customers received a \$10 off \$25 donation coupon. Online shoppers that donated \$3 received a promo code for 25 percent off regular or sale purchases. Social media fans were encouraged to get involved by entering *the Celebrate Mom! Love. Gift. Repeat.* sweepstakes online from April 19 through May 8. For every entry received, up to 5,000, The Bon-Ton Stores donated a baby item from Carters®, AD Sutton & Sons, and Little Me including clothing, blankets and accessories to the March of Dimes.

"We are thrilled to partner with March of Dimes for the fourth consecutive year," said Kathryn Bufano, president & CEO, The Bon-Ton Stores Inc. "Giving back to the communities we serve and helping families is important at Bon-Ton and we thank our customers for believing in the March of Dimes' mission to improve the health of babies."

Since 2013, Bon-Ton has donated over \$1.2 million to March of Dimes.

**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-Beerman, Herberger's and Youngers 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](http://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 the March of Dimes**

The March of Dimes is the leading nonprofit organization for pregnancy and baby health. For more than 75 years, moms and babies have benefited from March of Dimes research, education, vaccines, and breakthroughs. For the latest

resources and health information, visit our websites [marchofdimes.org](http://marchofdimes.org) and [nacersano.org](http://nacersano.org). You can also find us on [Facebook](#) or follow us on [Twitter](#).

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