



Your Store. Your Style. \_\_\_\_\_

BON-TON *Boston Store Bergner's Carson's Elder-Beerman Herberger's Younkers*

**Support Local Schools, Non-Profits and Operation Homefront by Purchasing a Community Days Booklet during Bon-Ton's Semi-Annual Community Days Fundraising Event November 11-November 14**

*Veterans and Active Military receive complimentary Community Days Booklet on Veterans Day*

**MILWAUKEE—November 5, 2015--** The Bon-Ton Stores, Inc. (NASDAQ: BONT), which operates Bon-Ton, Boston Store, Bergner's, Carson's, Elder-Beerman, Herberger's and Younkers stores, is supporting local schools and non-profits during its Community Days fundraiser starting on Veterans Day, November 11 to November 14. Customers who purchase a \$5 Community Days booklet from a local participating organization, or in any Bon-Ton, Boston Store, Bergner's, Carson's, Elder-Beerman, Herberger's or Younkers store will receive the valuable booklet of offers, which pays the donor back with a \$10 off coupon. The booklet also contains a 25 percent off shopping pass, a 30 percent off item coupon and over \$500 in exclusive coupon savings to use at all Bon-Ton stores and online during the Community Days event November 11-14, 2015.

"Community Days is a fun, rewarding event for non-profit organizations to increase their visibility in the community and raise funds," said Kathryn Bufano, President & CEO, The Bon-Ton Stores, Inc. "This year, we are proud to honor veterans, active military members and Operation Homefront."

On Veterans Day, veterans and active military members will receive a free Community Days booklet. For every booklet distributed to veterans and active military members, Bon-Ton will make a donation to Operation Homefront, whose mission is to build strong, stable, and secure military families. Customers may also select to designate their \$5 booklet purchase price to Operation Homefront. In addition, stores will distribute a free mini American Flag to the first 250 customers that enter the store.

Eligible Community Days organizations include schools and 501(c) (3) non-profit organizations. These organizations will be at the store to sell coupon booklets to customers for \$5 to support their organization. The organization keeps 100 percent of the \$5 donation.

**About The Bon-Ton Stores, Inc.**

The Bon-Ton Stores, Inc., with corporate headquarters in Milwaukee, Wisconsin and York, Pennsylvania, 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](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 Operation Homefront**

A national nonprofit, Operation Homefront leads more than 2,500 volunteers with nationwide presence to build strong, stable and secure military families and wounded warriors by providing emergency and other financial assistance. Operation Homefront has provided assistance to thousands of military families since its inception in 2002. Recognized for superior performance by leading independent charity watchdog groups, nationally, 92 percent of Operation Homefront's expenditures go directly to programs that provide support to our military families. For more information, go to [www.operationhomefront.net](http://www.operationhomefront.net).

**CONTACTS:**

Christine Hojnacki, Vice President Public Relations  
414.347.5329, cell 262.378.9354

[Christine.Hojnacki@bonton.com](mailto:Christine.Hojnacki@bonton.com)

Nicole Koremenos, Senior PR Coordinator

414.347.1152 ext. 3278

[Nicole.koremenos@bonton.com](mailto:Nicole.koremenos@bonton.com)