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## Shoppers line up for Value Village opening

By Marie Zettler

Several hundred shoppers lined up across the front and down the side of the building to be among the first customers of the new Value Village store on Pembroke Street West on Thursday morning. The Pembroke store is the 45th in Ontario for the for-profit thrift store chain.

Value Village partners with local charities to collect resalable merchandise and recyclable items. The Pembroke store is teamed with the Canadian Diabetes Association (CDA).

Value Village pays by weight for the used clothing and household items which CDA collects from donations. Reusable items are displayed for purchase in stores, while unsuitable items are shipped to developing countries and material wholesalers for recycling.

With more than 200 locations in the United States, Canada and Australia, it is estimated that the chain has kept more than 262 million pounds of unwanted clothes from ending up in landfills.

Pembroke store manager Mark Henderson said more than \$117 million was paid to non-profit affiliates worldwide during the past year. In the chain's 53-year history, more than \$1 billion has been paid to its various partners.

Jason Renaud, CDA operations manager for Ottawa and Eastern Ontario, said his organization's support for people with diabetes and research would not be possible without the generous support of residents.

"There are more than two million people with diabetes in Canada today and that number will rise to \$3 million by 2010," he said.

Besides pickups from donation boxes, residential pickups can also be arranged.

Pembroke Mayor Ed Jacyno said it "warmed his heart" to see all of the people who are working in the store.

"We had some plant closures recently, but we are coming back," he said. "We have a strong economic base and now we have been named the prettiest little city in Canada."

Mr. Henderson, who has been with the Value Village chain for seven years and has just moved here from Toronto, said he is excited and happy to be part of the Pembroke community.

"We've bought our first house and it's amazing to walk down the street and have people say hello," he said. "We've done a complete 180 degree turn since leaving Toronto."

Peggy Hodge, branch co-ordinator for the Pembroke and District office of the CDA, said she is happy on two counts.

"I'm happy to know how much money will be coming back to us and also because of the jobs, having looked for employment in this community," she said.

Value Village funding is a significant part of the budget of the CDA at the local, provincial and national level.

"They pay well for the items we collect," said Ms. Hodge.

There are approximately 60 staff members in the Pembroke store.

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