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## **Walmart Brings Convenience, Affordable Grocery Options and New Jobs to Roanoke**

*Walmart Neighborhood Market stores offer local fresh food favorites and delivers employment opportunities to the community*

- New Walmart Neighborhood Market stores located 2141 Dale Ave. and 4950 Plantation Road
- Up to 190 jobs created by Roanoke Walmart Neighborhood Markets
- Store open 24 hours a day, seven days a week
- Local Facebook page: [www.facebook.com/walmart3614](https://www.facebook.com/walmart3614) (Dale Avenue)
- Local Facebook page: [www.facebook.com/walmart3618](https://www.facebook.com/walmart3618) (Plantation Road)

**Roanoke, Va., Jan. 21, 2015**— Two new Walmart Neighborhood Market stores are opening Wednesday, Jan. 28, following brief ribbon-cutting ceremonies at 7:30 a.m. The new stores are conveniently located at 2141 Dale Ave. and 4950 Plantation Road. Both stores are open 24 hours a day, seven days a week. The stores will provide Roanoke residents with low prices on a broad assortment of merchandise including fresh produce and meats, frozen foods, groceries and pharmacy. Customers can fill-up at the stores fuel stations.

Customers can shop additional items including toys, electronics and home decor on Walmart.com through Walmart pickup, which will offer free shipping to the Roanoke Walmart Neighborhood Market stores. They can also use Walmart's new Savings Catcher receipt comparison tool to feel more confident they are getting some of the best deals available in Roanoke. Savings Catcher looks at other top retailers' local ads and gives customers an eGift card for the difference if a competitor's offering is lower than the price they paid at Walmart. Savings Catcher is available through the [free Walmart mobile app](#).

"The associates have worked hard to prepare the store," said Kaye Gilmore, store manager of the Plantation Road store. "We are excited to open and provide area residents with a convenient location for customers to pick up fresh produce and more at Walmart's everyday low prices."

### **Fresh, Affordable Groceries**

The new store offers fresh produce and a full line of groceries from leading brand names, including organic selections. By working with growers Walmart is able to provide farm-grown quality produce at added convenience and low prices. There is also a wide variety of meat and bakery selections, including fresh baked bread.

## **The Right Size Stores Offering More Convenience**

The new stores are approximately 41,000 square feet each and offer a wide assortment to meet the needs of Roanoke residents. In addition to groceries, the store features health and beauty aids, pet products and cleaning supplies. Shopping is more convenient than ever as Roanoke residents can shop an assortment of 7 million items on Walmart.com, many of which can be shipped for free to the new Walmart Neighborhood Market.

The pharmacies offer a full range of products and services and pharmacy team members are ready to assist customers with product and prescription questions. Roanoke residents can easily transfer prescriptions and order refills on the go with the [Walmart mobile app](#) for iPhone and Android.

“We are proud to be a part of the Roanoke community,” said Doug Simmons, store manager of the Dale Avenue store. “We look forward to meeting our customers and serving them in this new smaller format Walmart Neighborhood Market.”

## **New Stores, New Jobs for Roanoke**

The new stores employ up to 95 full- and part-time associates each. Store manager of the Dale Avenue store, Doug Simmons began his Walmart career in 1991 as an hourly department manager in sporting goods. Kaye Gilmore, store manager of the Plantation Road store, has been with Walmart 18 years and began her Walmart career as an hourly cashier.

## **Giving Back to Roanoke**

The grand-opening celebrations include presentations of \$8,000 in grants from each Walmart to local community groups.

In addition to the grants given as part of the grand opening, the new store will further Walmart’s pledge to fight hunger in America. As part of Walmart’s and the Walmart Foundation’s \$2 billion commitment to fight hunger through 2015, Walmart stores in Virginia donated approximately 21.9 million pounds of food, in fiscal year 2014, or the equivalent of 18.3 million meals. Additionally, Walmart and the Walmart Foundation gave more than \$40.1 million in fiscal year 2014 in Virginia alone. For more information on Walmart’s fight against hunger, visit<http://foundation.walmart.com/our-focus/hunger>.

## **A Big Family Welcome**

Walmart is happy to be part of the Roanoke community and is ready to celebrate with residents on Saturday, Jan. 31 at the Dale Avenue store and Sunday, Feb. 1, at the Plantation Road store. A Big Family Welcome will give customers a chance to meet the store managers and enjoy fun family activities such as face painting, cupcake decorating and free food samples while supplies last. Join the celebration from noon to 3 p.m.

## **About Walmart**

Wal-Mart Stores, Inc. (NYSE: WMT) helps people around the world save money and live better – anytime and anywhere -- in retail stores, online, and through their mobile devices. Each week, more than 250 million customers and members visit our 11,202 stores under 71 banners in 27 countries and e-commerce websites in 11 countries. With fiscal year 2014 sales of over \$473 billion, Walmart employs more than 2 million associates worldwide. Walmart continues to be a leader in sustainability, corporate philanthropy and employment opportunity. Additional information about Walmart can be found by visiting<http://corporate.walmart.com> on Facebook at<http://facebook.com/walmart> and on Twitter at<http://twitter.com/walmart>. Online merchandise sales are available at<http://www.walmart.com> and <http://www.samsclub.com>.