



FOR IMMEDIATE RELEASE

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Mountain Valley to Host Grand Opening of The Humble Hare on Friday, March 31st

(Sparta, NC) – Mountain Valley invites the community to the grand opening celebration of The Humble Hare, its newest nonprofit thrift boutique, on Friday, March 31st at 38 East Cheek Street in Sparta, directly behind Main Street Pizzeria & Taphouse.

The festivities kick off at 10 am with a ribbon cutting by the Alleghany Chamber for Economic Development. Immediately afterward, the store will open for shoppers. The Humble Hare will treat customers to coffee and pastries by Becca's Backwoods Bean until 1:00 pm and then serve pizza by the slice from Main Street Pizzeria & Taphouse until the event ends at 6:00 pm. In addition to free food, there will be music and giveaways as well as opportunities to win The Humble Hare gift cards.

The Humble Hare's proceeds benefit Mountain Valley hospice patients and their families who are underinsured or uninsured and cannot afford the cost of their care. Like its sister shop which opened last October in Mount Airy, the Sparta location will carry a curated selection of pre-loved furniture, home decor, and clothing.

"The Humble Hare offers customers a vibrant shopping experience while raising vital funds to support compassionate end-of-life care. Our shops specialize in higher quality donated items, priced at or below most online secondhand market prices. We carry clothing that is in like-new condition and on-trend. The home decor and furniture range from traditional to bohemian chic, and everything in between," said Sara Tavery Vice President of Philanthropy, Mountain Valley.

After the grand opening day, The Humble Hare in Sparta will operate Tuesday through Saturday, 10:00 am to 5:00 pm. Donations are accepted during store hours. To learn more about donating gently-used items or volunteering at the shop in support of the hospice mission, call (336) 372-4545 and ask to speak with the store manager, Misty Shaw.





Mountain Valley is a nonprofit organization providing high quality end-of-life care in 18 counties in North Carolina and Virginia. Through its team of hospice professionals and specially trained volunteers, Mountain Valley addresses the growing need for compassionate hospice care. Mountain Valley also owns and operates two hospice inpatient facilities: The Joan & Howard Woltz Hospice Home in Dobson, NC, and the SECU Hospice Care Center in Yadkinville, NC. Both offer a homelike setting for patients and families alike. The goal for both facilities is to help families be as comfortable as possible as they stay close by their loved one during this time when families are needed most. For more information, visit www.mtnvalleyhospice.org.