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MEDIA ALERT
AUGUST 14, 2018

Unique tie-cutting for newly named men's tie area at Metrocrest Resale

Nonprofit uses CEO long standing speech about the store's merchandise to generate awareness about the store

WHO: Metrocrest Services, Metrocrest Resale, Metrocrest & Farmers Branch Chamber of Commerce

WHAT: Join Metrocrest Services, Metrocrest Chamber of Commerce, and Farmers Branch Chamber of Commerce for a ribbon-cutting unlike anything you've seen before. On Tuesday, August 28th at the Metrocrest Resale store (Carrollton, Texas) experience a unique "tie-cutting". The origins of this twist originate with Metrocrest Service CEO, Tracy Eubanks, in the past when speaking to the community about the agency's services and programs, Eubanks would routinely finish the talk with a humorous story about the tie he was wearing, purchased from the Metrocrest Resale store at 2661 Midway Rd, Carrollton, Texas 75006.

WHEN: Tuesday, August 28 at 10:30 a.m.

WHERE: Metrocrest Resale, 2661 Midway Rd, #207, Carrollton, Texas 75006.

MORE: We invite the community to visit the Resale store, browse its many unique finds, and in particular the newly named Tracy's Tie area. Here a wide variety of ties range from \$2.99 to \$8.99. To celebrate, the store will have a special promotion for all shoppers: Buy 1 Get 1 Free on all ties, for that day.

New, unique items are added daily from generous community donations such as furniture, household items, home decor, seasonal decorations, jewelry, clothing, shoes, accessories, books, small appliances and one-of-a-kind finds. The Boutique area features name-brand labels, fashionable accessories and upscale picks. By choosing to shop or donate, customers are helping low income families right here in our community through programs offered by Metrocrest Services. It's local money staying local, helping our neighbors in need.

ABOUT METROCREST SERVICES: Metrocrest Services is a 501(c)(3) nonprofit providing programs for individuals, families, and seniors that lead to self-sufficiency and foster independence. In 2017, Metrocrest Services provided assistance to 14,892 adults, children and seniors. From rent and utility bill aid, to financial and budgeting assistance, employment counseling, a food pantry and home-delivered meals, Metrocrest Services provides for those who need a helping hand. The non-profit assists individuals living in Carrollton, Addison, Farmers Branch, Coppell and Dallas in Denton County.

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Stop by the Metrocrest Resale store and photograph yourself with the life-size cutout of Metrocrest Services CEO, Tracy Eubanks, and use hashtag [#ShopTracysTies](#)