



## PRESS RELEASE

*FOR IMMEDIATE RELEASE*

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### **Sweetwater Economic Development Announces Two National Brand Retailers Locating in Nolan County Plaza**

Sweetwater Economic Development is excited to announce that Shoe Sensation and Bealls Outlet, formally known as Burkes Outlet, will be locating in the Nolan County Plaza located at 1008-1108 E. Broadway in Sweetwater, Texas.

Foraker Company who acquired Nolan County Plaza in March of this year stated, “We have finalized our building plans for Bealls Outlet, Shoe Sensation, and one other national brand retailer who is to remain anonymous until further notice. We are hoping that full construction kicks off on the first of June.”

Bealls Inc., an American retail corporation, has been in business for 108 years and has more than 650 stores in 23 states under the names of Bealls, Bealls Outlet, Burkes Outlet, Home Centric, and Rugged Earth Outfitters. Bealls Outlet, the brand that will be locating to Sweetwater, is a department store that carries home goods and an assortment of apparel, shoes, and accessories for all ages.

Shoe Sensation has over 230 stores in 20 states throughout various small and medium-sized towns. The retailer carries brands such as Hey Dude, Charly, Under Armour, Adidas, New Balance, Fila, Puma, Skechers, Birkenstocks, and many others.

“The recruitment of these retailers and new ownership of Nolan County Plaza would not have been possible without the partnership between the City of Sweetwater, Sweetwater Economic Development, and The Retail Coach, a retail consulting firm that has been retained to assist in retail recruitment,” stated Miesha Adames, Executive Director of Sweetwater Economic Development.

#### **Contact:**

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