Kansas City Hospice
& PALLIATIVE CARE

FOR IMMEDIATE RELEASE:

SAME STORYB, DIFFERENT DAY – NEW ADDRESS!

Kansas City Hospice's Popular Retail Store Prepares to Move…All the Way Across the Street

KANSAS CITY, Mo., July 9, 2024 – *More* space. *Bigger* windows. *Additional* parking. It's every retailer's dream.

That's why, when presented with the chance to move across 95th Street, Story Boutique said YES!

Story Boutique is an upscale resale shop in Leawood, Kansas. Proceeds from daily sales benefit families receiving services from Kansas City Hospice & Palliative Care. Currently situated at 95th Street and Mission Road just behind O'Neill's Restaurant in Ranch Mart 'North,' it's a favorite of many shoppers from across the Kansas City metro area.

"We're so happy to have the chance to grow our footprint," says Caryn Hohnholt, Chief Development & Communications Officer for Kansas City Hospice. "This new space is even bigger, even brighter than our current space. We're thrilled."

StoryB – as frequent shoppers call it – is filled with new and gently worn donated clothing for women and men, jewelry, and accessories. The new location – just behind Erik's Bike Shop in Ranch Mart Shopping Center – gives the store more square footage to display and sell even more of the brands for which they're known. "Every shopping trip to Story Boutique is a fun surprise," says Hohnholt. "We always have department store designer brands, the brands people just love to shop. You can *always* find something to complement your wardrobe at StoryB."

Know About #FashionFriday?

The store's collaboration with fashion legend Shelly Legler and *In Kansas City* magazine, a popular #FashionFriday segment, keeps online fans coming back for more. Shelly styles and models fashion-finds from Story Boutique and often shares the original retail price *plus* the StoryB retail price in the #FashionFriday posts on Facebook and Instagram. "We're always so happy with the incredible designer fashions that come in the door," says Legler. "Every week is better than the last."

The store's move is planned for 2025, so until then, it's business as usual at the shop. "Every week – we run a new sale," says Jane Kilcoyne, one of two KCH team members who help manage the dozens of volunteers staffing the store. "And every week, we meet new people, shopping here for the first time. It's wonderful!"

Kansas City Hospice
& PALLIATIVE CARE

Donations? Yes, Please!

Story Boutique accepts donations, 10 am – 3 pm Tuesday – Friday, of new and gently used women's and men's in-style clothing and accessories. For larger donations, you're encouraged to call first; the phone number is 913.542.2292. The full list of donation guidelines is available online.

"Our new location is bigger so we can take *more* donations, display *more* clothes, and ultimately *sell more* to raise funds for the families we serve. It's going to be fantastic," says Hohnholt. Organizations and corporations can host private shopping events at Story Boutique, often with refreshments. "We love to host companies for shopping experiences," says Kilcoyne. "Every visit to Story Boutique is a unique trip, we have so many new treasures coming in all the time."

And so the story continues. For now, find Story Boutique at 95th Street and Mission Road in Ranch Mart North, just behind O'Neill's Restaurant in Leawood, Kansas. Follow the store on Facebook and Instagram to keep up with #FashionFriday, weekly sales and news about the upcoming move.

Learn more, including store hours and complete address at KCHospice.org/story

About Kansas City Hospice & Palliative Care

The mission of Kansas City Hospice & Palliative Care is to bring expert care, peace of mind, comfort, guidance, and hope to people who are affected by serious illness or by grief. Our vision is that each person in our community is valued from life through death and each family is supported in their grief. Our team of caring and trained clinical professionals is considered the leader and innovator in palliative and end-of-life care in this region. More than 300 volunteers assist in many roles, including administrative duties and working with patients and families. Find more at KCHospice.org.

###

For More Information:

Jeannie Wilcox - jwilcox@KCHospice.org
Senior Communications Manager
Kansas City Hospice & Palliative Care
9001 State Line Rd., Suite 300
Kansas City, MO 64114
816.820.6840