



## Schewels Home Marks 125<sup>th</sup> Anniversary with Giveaways, New HQ & Exhibit

Lynchburg, Va., April 1, 2022 – Schewels Home, a 50-store furniture retail chain that specializes in consumer finance, celebrates its 125<sup>th</sup> anniversary this month with a series of special events including a huge Anniversary Friends and Family sale, a \$10,000 free furniture giveaway, and a ribbon cutting of its new corporate office here.

The Anniversary Sale, an annual tradition dating back to 1920, kicks off on April 19 and lasts through early May. In addition to amazing discounts, Schewels Home is giving customers a chance to register for weekly in-store drawings of free merchandise, with a grand prize of \$10,000 in free furniture to be drawn on May 11.

“We can’t think of a better way to celebrate our 125th year than to offer these amazing deals and prizes to our customers across Virginia, West Virginia and North Carolina,” said CEO Marc Schewel.

Founded in 1897, Schewels Home is one of the oldest furniture retailers in the United States under continuous family operation. It all started when Elias Schewel, a Lithuanian immigrant, began peddling chairs door to door in Lynchburg, Virginia.

In 1897, he opened a store called the Chicago Furniture Bargain House, which was incorporated in 1917 as Schewel Furniture Company. The company rebranded as Schewels Home in 2019.

Currently, Schewels Home is owned and operated by Marc and Jack Schewel, the fourth generation of the family, and Matt Schewel, the fifth generation.

“Elias probably never would have imagined that we would be here 125 years later,” said Jack Schewel. “But the company has succeeded and remained profitable year after year, due in large part to the contributions of our loyal and dedicated employees.”

Schewels Home is marking another milestone in April, the formal opening of its new corporate headquarters at the Galleria building at 915 Main Street in Lynchburg. A ribbon cutting and open house will take place at 9 am on Thursday, April 21.

Last year, the Schewel family bought the Galleria building and renovated the second and third floor to house its corporate offices.

The second floor is also home to a new exhibit on the history of the company titled “Furniture in the Family.” The exhibit, curated by Matt Schewel, consists of wall panels telling the history of the company from the 1890s to present, accompanied by historic photos, documents and artifacts.

“A lot of things have changed over 125 years, but what hasn’t is our mission to provide affordable home furnishings and exceptional customer service to generations of families,” said Matt Schewel.

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