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FOR IMMEDIATE RELEASE

## **Brother Benno's wins thrift store category in BEST of 2025 San Luis Rey Awards**

**OCEANSIDE, CA** — Brother Benno's, a nonprofit organization providing food, clothing, addiction recovery and essential services to North San Diego County's homeless and working poor, recently won the thrift store category of BEST of 2025 San Luis Rey Awards.

BusinessRate, a Phoenix-based market research company, issued the awards based on publicly available data from advanced Google Reviews.

On its website, BusinessRate said it rates businesses on a zero-to-300 performance scale, tracking review performance, recent customer satisfaction and analyzing the reviews' depth and authenticity. The company said the rating shows how companies perform against competitors in a given market.

The BEST of 2025 San Luis Rey Awards are part of BusinessRate's BEST of 2025 Awards, which hail local leaders in customer satisfaction, brand reputation, and service excellence.

"Congratulations... on this outstanding achievement, earned not by application or nomination, but by the authentic feedback of your own customers," BusinessRate wrote in a letter to Brother Benno's.

Brother Benno's Thrift Store sells gently used and new clothing, household goods, furniture, shoes, books, movies, purses and collectables at affordable prices. The shop also collects household goods, furniture, home décor, clothing donations, especially new socks and underwear to give to homeless guests.

"We're honored to be named BEST of 2025 San Luis Rey Awards in the thrift store category," said Brother Benno Foundation Clothing Services Manager Marina Pozdnyakova. "This recognition is a reflection of the dedication of our thrift shop staff, volunteers and customers."

Money raised from Thrift Shop sales supports Brother Benno's programs, which include food and outreach services; clothing; and a men's recovery program.

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**About Brother Benno's Thrift Shop**

Brother Benno's Thrift Shop, located at 3955 Misson Ave. in Oceanside, is North Country locals favorite thrift shopping experience. The Thrift Shop sells gently used and new items at low prices everyone can afford. These items include clothing for the whole family, home accessories and decorations, household goods, shoes, collectables, purses, books, movies, jewelry and on occasion, designer clothing.

The Thrift Shop also carries a large selection of gently used furniture at very affordable prices. Furniture purchased at the Shop can be delivered for a small fee.

**About Brother Benno's**

Brother Benno's is dedicated to serving homeless neighbors and working poor in North San Diego County by offering essential meals, addressing basic needs, fostering community outreach and supporting addiction recovery.

There are many ways to support Brother Benno's mission. Beyond cash donations, people can volunteer, donate clothing, furniture and small household appliances, shop at the thrift store, host a donation drive, fund a scholarship for a student who has been in foster care, donate a vehicle or arrange planned giving. Visit [www.brotherbenno.org](http://www.brotherbenno.org) for more information.

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