



For Immediate Release

March 18, 2010

## **GIANT Warehouse Sale planning underway** *Committee looking to hear from interested donors*

**Brantford, ON** – The date is set and plans are underway for the 2010 installment of the Brant United Way’s annual GIANT Warehouse Sale. The event, which features products donated from local companies at discounted prices, is slated to take place on Sunday, June 5, 2010 on Colborne Street East, at the site of the former BiWay store. In 2009 the event attracted over 3,000 shoppers, with gross sales of \$134,000. All proceeds from the event go to support the Brant United Way and its 18 Member Agencies in Brantford and the County of Brant.

Members of the event planning committee are now confirming donations with past donors, and invite any companies that may be interested in providing products to come forward. Popular items at past sales have included Tide detergent, Ziploc bags, baseball caps, gardening supplies, jewelery boxes and confectionary items.

“This event has so many positive spin-offs,” explained Mary Pick, interim campaign director at the Brant United Way. “Our donor companies are able to get rid of their overstock or older inventory in a meaningful way, rather than it going to waste. Shoppers enjoy great bargains, and the Brant United Way is able to raise a significant amount of money for the community.”

In addition to the product donors the GIANT Warehouse Sale event is supported by dozens of sponsors who provide in-kind or cash donations to cover the many



logistical aspects involved in the sale, from cash registers to volunteer t-shirts, to sign printing, fire safety and promotions. Companies that may not have products suitable for donation can still support this event by helping to defray these costs.

Individuals interested in working at the event are encouraged to complete and submit their volunteer applications as soon as possible, as volunteers will be selected on a first come, first served basis. Visit [www.brantunitedway.org](http://www.brantunitedway.org) to download and print a volunteer application form. “We are in the enviable position that this event attracts many volunteers,” Pick explained. “We encourage them to express their interest early.”

**For more information contact:**

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**Brant United Way**

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***2009 Brant United Way GIANT Warehouse Sale Product Donors***





## *2009 Brant United Way GIANT Warehouse Sale Event Sponsors*

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