



For Immediate Release

June 5, 2010

GIANT Warehouse Sale raises over \$140,000 for Brant United Way

Brantford, ON – The annual Brant United Way GIANT Warehouse Sale was a great success, exceeding its goal of raising \$140,000. Held on June 5 at the former BiWay store retail space on Colborne Street East in Brantford, the sale had shoppers lining up for hours to take advantage of discounted pricing on products donated by companies in Brantford and the County of Brant. All profits go to support the Brant United Way and their 18 Member Agencies.

Jean Hawke, the event planner for the sale, said the day went incredibly smoothly thanks to the efforts of the 235 volunteers who give their time. “Our volunteers all have specific jobs to ensure a very well organized event,” Hawke explained. “The volunteers directed parking, organized the shopping line and shopping carts, priced product, cleaned up cardboard and checked out shoppers purchases for the entire day. It’s so wonderful to see so many people come together to support such a great cause.”

Each year local companies donate surplus product that is then sold to the public at discounted prices. Bargains on products like detergent, diapers, scented candles, sportswear, jewellery boxes, garden supplies and more drew shoppers and helped generate the best-ever sales totals for the event, which has taken place for eight years.

Companies who donated product for the 2010 sale are:

S. C. Johnson & Son Ltd., Procter & Gamble, Masco Canada, Sure-Gro Inc., Gunther Mele Limited, MYE Horticultural Products, Saxon Athletic, Hawco Products Ltd., Mitten Inc. & Dominion Equipment & Chemical.



Many of the logistical requirements for the annual sale are provided in-kind by local companies. Over 40 sponsors provided services, equipment, entertainment, and food to the event. They include:

Acturus Realty, Brant News, Brantcord Warehousing Inc., Brofasco, CKPC, Calendar Club, City of Brantford, City Sign Brantford, CRS Rental Supply, Coffee Culture, Culligan Water, Dennis Evans Fire Equipment, Dominos Pizza, Expositor, Genor Recycling Services Limited, Global Express, L & B Wood Shavings, Liftway Limited, McGowan Office Interiors, Medi Chair Cowell, O&Y/Loblaws, Owl Tech Security Alarm, POSiNet Inc., Prima Klean, Rent-a-Bin/Lancaster Construction, Romex Security Inc., S.C. Johnson and Son, Ltd., sLide DESIGNS, Spectrum Communications K-W Brantford, St Leonard's Society, TD Canada Trust, Total Cart Management, Wendy's, Williams Fresh Café.

Music Mania provided the music for the shoppers listening enjoyment while they stood in line for hours and Porky's Sausage provided the food and drink.

The Giant Warehouse Sale committee assisted with the planning and organizing of the event over the past 6 months. Members of the committee included Darian Griffin Chair, Beth Gurney, Sandra Dobson, Shaun Vandeven, Janice Baldwin, Debbie Borthwick and Mary Pick. Team Leads organizing volunteers during the day of the sale included: Gaston Essiambre, Bill Murphy, Wendy Doucette, Tammy Dunham, Nick Rolfe, Donna Clements.

“On behalf of the Brant United Way I want to say a special thanks to our entire community of shoppers who came out to support the sale,” Hawke said. “Without your support this event wouldn't be the success it is. Planning has already begun

I believe in my community

Brant United Way



for the 9th annual Giant Warehouse Sale 2011 and we hope to see everyone back again next year.”

Visit www.brantunitedway.org for updates on the 2011 GIANT Warehouse Sale.

For more information contact:

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