



For Immediate Release

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GIANT Warehouse Sale raises \$145,000!

Brantford, ON – The 9th annual GIANT Warehouse Sale raised \$145,000! Despite the rain, which was very heavy at times, bargain hunters once again lined up to take advantage of discounted prices on household products, clothing, confectionaries and more at this annual event. All proceeds support the Brant United Way and its 18 Member Agencies.

This year the GIANT Warehouse Sale featured goods donated by local companies including Gunther Mele, Dure Foods, Slacan, S.C. Johnson & Son, Ltd., H. D. Brown, Premier Tech Home & Garden, Dominion Equipment & Chemical and Procter & Gamble. Mitten Inc. made a donation of siding and Home Hardware Beauti-Tone donated paint products, both of which were sold online in advance of the sale.

“Our new location was great,” explained event manager Jean Hawke. “We received a lot of positive feedback from both shoppers and volunteers. We would like to thank Cambridge Industrial Building Group for generously donating the use of the space to us.” said Hawke.

Also new this year, shoppers waiting in line were given numbered tickets to ensure that they entered the sale in the order they arrived. “This was the first year we did this, so it was a bit of an experiment.” Hawke explained. “However, it worked very well, and we received a lot of positive feedback from the shoppers. Many shoppers had been frustrated in previous years by people holding spots in



line for large groups, and with our new ticketing system, that was eliminated.”
said Hawke.

To ensure the event ran smoothly, over 200 volunteers helped in various positions. Volunteers directed parking, organized the shopping line, cleaned up the cardboard, sold product, replenished shopping carts and cashed out purchases.

The Giant Warehouse Sale is a community-building event that brings together donors, sponsors, volunteers and community members. “We are very thankful to all of our donors, sponsors, volunteers and shoppers. None of this would be possible without them.” said Kristin Pass, Campaign Director, Brant United Way. “We know the need in our community is great and that there are more community members relying on our Member Agencies than ever. The proceeds from this sale will go a long way to help ensure another successful fundraising campaign.”
said Pass.

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Brant United Way is a volunteer-led organization with a vision to improve the lives of people in the Brant community. Together, we are making Brantford and

I believe in my community

Brant United Way



Brant County stronger by strategically investing annual donations where they will have the most impact in four priority areas: children and youth; crisis counselling and support; independence and well-being; and poverty and housing. Our partnership of 18 Member Agencies deliver quality services and programs for thousands in our community. Approximately 45,000 citizens or 1 in 3 will be helped by our Member Agencies.