



**For Immediate Release**

**May 12, 2011**

## **Some changes in store for 2011 GIANT Warehouse Sale**

**Brantford, ON** – The countdown is on for the 2011 Brant United Way GIANT Warehouse Sale. This year’s sale has a few changes and organizers want to make sure shoppers are aware of them. The sale—now in its ninth year-- raised over \$140,000 in 2010 to support the local United Way and its Member Agencies.

“The biggest change this year is our location,” explained Kristin Pass, Campaign Director of the Brant United Way. “We have moved to 70 Morton Avenue East, which is just off of the Wayne Gretzky Parkway. We want to make sure word gets out because for the past several years the sale was on Colborne Street. We want to make sure shoppers go to the right location.”

The other change to the sale is that shoppers in line will be given numbered tickets before the doors open to ensure they enter the building in the order they arrived. “Our shoppers are the reason this sale is a success, so we want to make sure that the line runs smoothly and fairly,” Pass said. “There will be one ticket per person. This will mean that one individual cannot hold a spot in line and have multiple people join them when they are closer to the front. We want the people who wait in line to enter in the order they arrived.”

This year the GIANT Warehouse Sale has also taken its promotional efforts online, using social media outlets Facebook and Twitter to promote the event. “This year we are offering three gift certificates for \$25 off at the sale,” Pass noted. “To enter people can ‘like’ the Brant United Way on Facebook and watch for our contests. Everyone who posts an answer to our contest questions will be entered for a chance to win. We are only allowing one win per person.”



Pass reports that donations have been steadily coming in for this year's sale. "We're excited about our new location and our donors, sponsors and volunteers are—as always—putting forth great efforts to ensure the sale is once again a success."

For updates and additional information on the 2011 GIANT Warehouse Sale visit [www.brantunitedway.org](http://www.brantunitedway.org).

**For more information contact:**

**Kristin Pass, Campaign Director**

**Brant United Way**

**519.752.7848**