



For Immediate Release

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The GIANT is moving! *Brant United Way fundraiser has new location*

Brantford, ON – The GIANT is moving. The Brant United Way’s popular annual Giant Warehouse Sale has a new home. This year the event will be held at 70 Morton Avenue East, Brantford in the former Rawlings building. Event organizers are eager to get word of the new location out to shoppers to avoid confusion.

“For several years in a row the sale was held in the same location on Colborne Street,” explained event manager Jean Hawke. “We want to make sure people know that we’ve changed locations. We want folks heading to the correct site.”

Cambridge Industrial Building Group owns the warehouse at 70 Morton Avenue East, and has donated use of the building to the Brant United Way for the event. “It’s an excellent location and we’re so grateful to Cambridge Industrial Building Group for allowing us to use the space,” Hawke said. “It’s a large, open warehouse that will suit our needs, and neighbouring businesses have been cooperating with us as well to accommodate parking for all the shoppers.”

The sale will take place on Saturday, June 4, 2011 and runs from 8a.m. to 4p.m. All product sold at the sale is donated by local companies, and shoppers come back year after year for deep discounts on products like scented candles, detergents, sportswear, jewellery and confectionaries. Local sponsors provide cash and in-kind services to offset expenses of running the sale, and about 200 local individuals volunteer before, after and during the sale. All proceeds support the Brant United Way and its Member Agencies.



In 2010 the sale raised over \$140,000 for the Brant United Way, and organizers are hoping to surpass that number in 2011. Companies wishing to donate product, cash, or in-kind services to support the event can do so by contacting Jean Hawke at 519.752.3782 or jean@tcaconsulting.ca.

Volunteers are still needed to help set-up the sale the week before the event, and on sale day. Individuals interested in volunteering for the event can download a volunteer application form from the Brant United Way's website at http://brantunitedway.org/news_and_events/warehouse_sale.html

GIANT Warehouse Sale organizers are encouraging shoppers to bring along their own reusable bags. Cashiers will accept cash, debit, Visa and MasterCard.

For more information on the 2011 Brant United Way GIANT Warehouse Sale, visit www.brantunitedway.org.

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