



For Immediate Release

May 31, 2010

## **The Brant United Way GIANT is here!** *Popular Warehouse Sale fundraiser takes place Saturday*

**Brantford, ON** – The GIANT is here! Bargain hunters will once again be able to take advantage of hugely discounted prices on household cleaning products, clothing, confectionaries and more at the 8<sup>th</sup> Annual Brant United Way GIANT Warehouse Sale. The event takes place on Saturday, June 5 from 8a.m. to 4p.m. at 575 Colborne Street East in Brantford (former BiWay store location). Local companies donate all product sold at the event, and all proceeds support the Brant United Way and its Member Agencies.

This year the GIANT Warehouse Sale has more inventory than it has had in any past years. The sale site will be brimming with skids of popular household products like Glade air fresheners, Ziploc bags, household cleaners, sportswear and gardening supplies. SC Johnson's product donation includes multiple skids of their popular scented candles. Event organizers are hoping to surpass last year's sale, which raised over \$130,000. This year they will get a head start with a pre-sale special on five job lots of vinyl siding, donated by local manufacturer Mitten Inc. The siding is being sold via email offers only starting at 9a.m. on Wednesday, June 2, 2010.

"This is an event that has such a positive ripple effect," explained Mary Pick, Interim Campaign Director with the Brant United Way. "Product that might otherwise have ended up being wasted is sold and used rather than sent to landfill. Our shoppers enjoy excellent prices, and the United Way's member agencies benefit from the funds raised." Pick continued, "this event is driven by so many dedicated volunteers, donors and sponsors. Literally hundreds of people donate their time, energy, products and services to make the GIANT Warehouse Sale the success that it is."



For 2010 the GIANT Warehouse Sale is making a leap forward in terms of technology. In past years, adding machines and cash registers were used with items being punched in one at a time. This year the sale has access to cash registers with scanners, and bar coded products will be scanned instead of punched in by hand. “It’s always good to try something new,” explained event planner Jean Hawke. “It’s an experiment for us this year, and if it saves time and keeps the lines moving quickly, we’ll likely bring it back again next year.”

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

For more information on the 2009 Brant United Way GIANT Warehouse Sale, visit [www.brantunitedway.org](http://www.brantunitedway.org).

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### ***2010 Product Donors***

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