



**For Immediate Release**

**May 31, 2009**

## **Another GIANT success for the Brant United Way**

**Brantford, ON** – The Brant United Way GIANT Warehouse Sale was a huge success again this year, with gross sales of \$134,000. Shoppers lined up as early as 8 p.m. Friday night, waiting in the rain to be first to get a chance at the bargains on hand. In total 3,135 people came through the doors, taking advantage of reduced prices on household products such as Tide detergent, Windex, Ziploc bags, and Oust candles, as well as gardening supplies, jewellery boxes, cell phone accessories and personalized stationary items. By morning the clouds had passed, and event organizers enjoyed a perfectly sunny day.

“We had a great mix of products this year,” remarked Dianne Austin, Executive Director of the Brant United Way. “Response from the public was wonderful. Everyone was enthusiastic. A lot of our shoppers make this an annual event—it’s something they look forward to all year.”

All of the products offered at the Brant United Way GIANT Warehouse Sale are donated by local companies, and proceeds go to support the Brant United Way and its 18 Member Agencies in Brantford and the County of Brant. Each year one in three people in Brantford and Brant County will use the services of the United Way and its Member Agencies.

In addition to the product donors, other local companies and organizations sponsored the event through donations of cash, supplies or in-kind services.



Over 250 volunteers were also enlisted to help.

“Mounting an event like this is a huge undertaking,” Austin explained. “We are so fortunate to have so many people willing to donate their time to make the sale a success. From pricing inventory to working the cash registers and collecting shopping carts, it takes many bodies to make this day run smoothly. Our volunteers are to be commended and thanked.”

New this year the Brant United Way offered entertainment for those waiting in line. Music Mania played music to keep spirits high, and Freeway the Hobo Clown and other entertainers amused the younger set with magic and balloon animals. Food vendors Eskimoo Joe’s and Strodes were also on hand, and for the first time shoppers were invited to enter a draw for prize packages of hotel stays and theatre tickets, donated by the Sanderson Centre for the Performing Arts, the Best Western Brant Park Inn and the Bodega Inn.

“Our planning committee added the entertainment and door prizes this year as a way to say thank-you to our shoppers,” Austin explained. “Without them, the sale could not succeed.”

The Brant United Way’s Member Agencies are:

### ***Children and Youth***

Big Brothers Big Sisters serving Brant, Brantford, Haldimand & Norfolk  
Boys and Girls Club of Brantford  
Brant Food For Thought  
Kids Can Fly  
Navy League of Canada – Brantford Branch  
YMCA of Hamilton/Burlington/Brantford



## ***Crisis and Counselling and Support***

Canadian Red Cross Society  
Family Counselling Centre of Brant  
Nova Vita Domestic Violence Prevention Services  
Sexual Assault Centre of Brant  
Victim Services of Brant

## ***Independence and Well-Being***

Adult Recreation Therapy Centre  
Brantwood Residential Development Centre  
The Canadian Hearing Society  
CNIB  
Crossing All Bridges Learning Centre Inc.  
Literacy Council of Brantford & District

## ***Poverty and Housing***

Community Resource Service

## ***2009 GIANT Warehouse Sale Product Donors***





## *2009 GIANT Warehouse Sale Event Sponsors*

Acturus Realty	Liftway Limited
Antler Services Inc.	Mark Littell Promotions
Best Western/Brant Park Inn	McGowan Office Equipment
The Bodega Inn	Medi Chair Cowell
Brantcord Warehousing Inc.	Music Mania
Brooks Signs (1985) Ltd.	O&Y/Loblaws
CKPC	Owl Tech Security Alarm
Calendar Club	POSiNet Inc.
City of Brantford	Prima Klean
City Sign Brantford	Rent-a-Bin/Lancaster Construction
CRS Construction	Romex Security Inc.
Coffee Culture	Sanderson Centre for the Performing Arts
Community Resource Centre	S.C.Johnson and Son, Ltd.
Culligan Water	Spectrum Communications K-W Brantford
Dennis Evans Fire Equipment	St Leonard's Society
Domino's Pizza	Strodes BBQ & Deli
Eskimoo Joe's	TD Canada Trust
Expositor	Total Cart Management Div. of Instore
The Flooring Store	Group of Companies
Freeway a Lovable Hobo Clown & Guests	Wendy's
Global Express	Williams Coffee Pub

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

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