

SAMPLE PRESS RELEASE
For Local Community Participation
2010 US 12 Garage Sale

Hear ye, hear ye, _____ residents! It's time to start going through your closets, basements and garages! Put aside those things that you can no longer use but that some-one else will be thrilled to pick up for a bargain... and get ready for the **8th Annual US 12 Garage Sale**, the longest yard sale in Michigan!

The 2010 Sale should be better than ever. Amazing publicity and incredible turnout last year mean that more and more people around the region know about the event. So get ready for crowds roaming the streets of _____ on **August 13-15** looking for bargains!

New for the 2010 sale – Anyone who is hosting a sale can list their sale on the US 12 Heritage Route Garage Sale Map by submitting their information at www.us12heritagetrail.org to let shoppers know where sales are located.

The **U.S. 12 Garage Sale** serves to promote tourism along the 212 miles of U.S. 12, to unite the many diverse communities, to provide opportunities for fund raising by civic organizations, to aid the environment through recycling, and to serve as an opportunity for individuals to enjoy a great weekend of sales.

While promoted as a **garage sale**, the actual sales are limited only by the imagination and law. Individual communities and businesses along U.S. 12 are encouraged to have special promotions during this weekend.

The official yard sale is over three days. There are no set hours. (If you have ever had a yard sale, you know that advertising set hours never works). Also, given the nature of yard sales (and the history of last year), it is probable that many individual households will not decide to participate until just a day or two before the sale dates.

This is a **non-sponsored** event, meaning that it is not promoted by any particular organization, but represents the efforts of volunteers and those who wish to promote their communities. As such, the nature of the sale will vary along the route.

Please note that all sales are subject to local laws. Also, no one is to set-up, sell, or park on the state right-of-way at any time. U.S. 12 is an extremely busy highway. Safety is a primary concern. All sellers should allow for parking and everyone should avoid being on the state right-of-way.

Just the facts:

2010 Sale Information:

- The US 12 Heritage Trail Garage Sale weekend will be August 13-15 2010 (Fri.-Sun.)
- US 12 Heritage Trail Garage Sale participants will be able to go on-line to [enter sale information](#) that will be placed on an interactive on-line map.
- Please check with your local government agency for any required permitting for this sale.
- This has been called Michigan's Longest Garage Sale by the "New York Times".
- If you haven't participated in the US 12 Heritage Trail Garage Sale in the past... now is your chance to join. Ask your neighbors if they will join too.
- Best of all, it's FREE, so sign up now to have your sale added to the map!