CONTACT:
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SEQUIM EXPANDS SAVINGS TO CONSUMERS WITH BRAND NEW GROCERY OUTLET GRAND OPENING CELEBRATION ON SATURDAY, AUGUST 13, 2011

WHO: NEW SEQUIM, WA Grocery Outlet, independently owned/operated by Mitch and Linda Hebert

WHAT: Grocery Outlet, the largest "extreme-value" grocer in the U.S. with prices up to 50% less than conventional retailers, is celebrating the grand opening of its new store in Sequim, WA, with a host of exciting events Saturday, August 13, 2011. Attendees will enjoy free coffee and treats, incredible bargains, prize giveaways and the chance to win a pair of specialized "Expedition" "His and Hers" bikes worth $600!

WHEN: **Saturday, August 13th, 8:00 a.m. – 6:00 p.m.**

Come early, save BIG!

- 8am – FREE Coffee and Treats
- 8am – FREE Frugal Friendly Reusable Grocery Bag to the first 500 customers
- 10am - 1pm - FREE Face Painting by artist Sanne Beavin
- 10am – 1pm – FREE Caricature Portrait
- 11am - 3pm – FREE Spin and Win on the Wheel of Bargains. Everyone wins a prize!
- 11am – 3pm - FREE Ice Cream Floats
- 11am – 3pm – FREE Play Magic Cart! A winner every 15 minutes!
- 11am – 3pm – FREE Balloon Twisting by Dr. Twistin
- 2pm – 6pm – FREE Face Painting by artist Sanne Beavin
- Enter for a chance to win one of these amazing grand prizes:
    - Camping Prize Package, purchased locally from Brian's Sporting Goods and More. Includes a Coleman "Montana 4" Tent, Camp Chef "Explorer" Stove, Coleman Propane Lantern, Four Cabin Creek "Pioneer" Sleeping Bags, and Four Stan's Sport Camp Stools - Value $400. Enter to win August 13th – September 23rd. Drawing held September 24th, 2011.
    - A pair of specialized "Expedition" His and Hers Bikes, purchased locally from Mike's Bikes - Value $600. Enter to win August 13th - September 23rd. Drawing held September 24th, 2011.
    - Old Town "Vipor 12XTS" Kayak, purchased locally from Brian's Sporting Goods and More - Value $600. Enter to win August 13th – September 23rd. Drawing held September 24th, 2011.
    - FREE Groceries for One Year – 2 winners: value $600 per winner. Prize awarded as $50 Grocery Outlet Gift Certificates, one (1) per month for one (1) year. Enter to win August 13th - September 23rd. Drawing held September 24th, 2011.

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***NOTE: Customers can enter for a chance to win one of above four (4) great prizes during the date ranges listed above. One entry per person per day. Drawing for prize winners will be held at **12pm on listed dates** at the NEW Sequim Grocery Outlet. No purchase necessary. Winner need not be present to win but must claim prize within 3 days of drawing or another winner will be chosen. No cash value and no substitutions. Must be 18 years of age or older to enter.*

- On Saturday, August 13th **only**, enter for a chance to win one of ten (10), $50 Grocery Outlet Gift Cards. Winners will be chosen by 12pm on Sunday, August 14th and must claim prize within 3 days of drawing or another winner will be chosen. No cash value and no substitutions.

W.O.W. Weekends:
August 20th - September 22nd:

- August 20th – 8 a.m. – FREE Coffee & Treats - 11 am - 2 pm FREE Spin & Win on the Wheel of Bargains.
- August 27th -- 8 a.m. – FREE Coffee & Treats - 11 am - 2 pm FREE Magic Cart winner every 30 minutes.
- September 3rd – 8 a.m. – FREE Coffee & Treats - 11 am - 2 pm FREE Spin & Win on the Wheel of Bargains.
- September 8th -- 8 a.m. – FREE Coffee & Treats - 11 am - 2 pm FREE Magic Cart winner every 30 minutes.
- September 22nd – 8 a.m. – FREE Coffee &Treats – Grand Prizes Awarded!

WHERE: Grocery Outlet, 1045 West Washington Street, Sequim, WA 98382
Store hours: 8 a.m. - 9 p.m. every day!

MORE INFO: For more information, please go to http://www.groceryoutlet.com/.

ABOUT GROCERY OUTLET:
Based in Berkeley, California, Grocery Outlet offers extreme bargains on brand name merchandise, with prices often up to 50% less than conventional retailers. The largest "extreme-value" grocer in the U.S., Grocery Outlet has over 153 locations in Arizona, California, Idaho, Nevada, Oregon & Washington. Grocery Outlet carries refrigerated and frozen foods, fresh produce, organics, dry groceries, beer and wine, health and beauty care, fresh vitamins, household products, toys and gifts. A third-generation family-led company founded in 1946, Grocery Outlet's mission has always been to provide customers a fun place to find extreme values on name brands they trust. Most stores are independently owned and operated by locally-based families. For more information, please visit www.groceryoutlet.com

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