CONTACT:
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SAVINGS WILL SOAR IN ATASCADERO, CA

BRAND NEW GROCERY OUTLET TO CELEBRATE GRAND OPENING ON SATURDAY, NOVEMBER 19, 2011

WHO: NEW Grocery Outlet in Atascadero, CA, independently owned/operated by Pete and Terresa Novak

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 a new store in Atascadero, CA with a host of exciting events Saturday, November 19, 2011. Attendees will enjoy free coffee and treats, free Eco Reusable Bags for the first 500 customers, fun games with prize giveaways and activities for the whole family to enjoy, as well as the chance to win either a Panasonic 42" 1080p HDTV, a pair of His and Her Cruiser Bicycles, a Surf Package including a Strive Hybrid Board and O'Neill Epic Wetsuit, or free groceries for a year! Also, from 11am to 2pm, come support Atascadero High School who will be selling hot dogs and drinks to benefit the school!

WHEN: **Saturday, November 19, 2011 from 8:00 a.m. – 4:00 p.m.**

Come early, save BIG!

- 8am – FREE Coffee and Treats
- 8am – FREE Eco Reusable Bags for the first 500 customers
- 9am – 1pm FREE Spin and Win on the Wheel of Bargains
- 10am –2pm – FREE Face Painting and Balloon Twisting by Jim Wilson
- 11am – 2pm - $1 Hot Dog & Drink sale, benefitting Atascadero High School
- Noon – 4pm – FREE Play Magic Cart! A winner every 30 minutes!
- Enter for a chance to win one of these amazing grand prizes:
    - Panasonic 42" 1080p HDTV
    - Pair of His and Her's Cruiser Bikes - Purchased locally from Go For It Sports
    - Surf Package including Strive Hybrid Board and O'Neill Epic Wetsuit - Purchased locally from Alliance Board Co.
    - FREE Groceries for One Year – Value $600. Prize awarded as $50 Grocery Outlet Gift Certificates, one (1) per month for one (1) year. Enter to win November 19 through December 22, 2011. Drawing held at noon on Friday, December 23, 2011.

***NOTE:* Enter for a chance to win one of these grand prizes from November 19 through December 22, 2011. ONE entry form per person per day. Drawing for the winners of all prizes will be held at NOON on Friday, December 23, 2011 in the Atascadero Grocery Outlet. No purchase necessary. Winner need not be present to win but must claim prize within 3 days of notification or another winner will be chosen. No cash value and no substitutions. Must be 18 years of age or older to enter.

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W.O.W. Weekends at the NEW Atascadero Grocery Outlet:
November 26 – December 17, 2011

- November 26th - 8 am FREE Coffee & Treats. 11 am - 2 pm FREE Spin and Win on the Wheel of Bargains
- December 3rd - 8 am FREE Coffee and Treats. 11 am - 2 pm Play MAGIC CART Winner every 30 minutes
- December 10th - 8 am FREE Coffee & Treats. 11 am - 2 pm FREE Spin and Win on the Wheel of Bargains
- December 17th - 8 am FREE Coffee and Treats. 11 am - 2 pm Play MAGIC CART Winner every 30 minutes

WHERE: 2100 El Camino Real, Atascadero, CA 93422

MORE INFO: For more information, please visit 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 156 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