



NEWS RELEASE

For Immediate Release

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Island Heritage Warehouse Sale Helps Holiday Shoppers Get into Spirit of Giving

A portion of all proceeds from Island Heritage's Holiday Warehouse Sale, November 19 - 20, will help make the holidays brighter for the athletes of Special Olympics Hawai'i

HONOLULU, HAWAI'I – This year, shoppers getting an early start on their holiday gift list can stuff their stockings with gifts that keep on giving. Island Heritage's highly-anticipated 11th annual Holiday Warehouse Sale, offers a variety of gifts, home as well as bath and body products discounted up to 75 percent with a portion of all proceeds to benefit Special Olympics Hawai'i. The two-day event will take place Saturday, November 19, 2010 from 7 a.m. – 3 p.m. and Sunday, November 20, 2010 from 8 a.m. – 2 p.m. at the Island Heritage facility in Waipahu.

“Every year our holiday warehouse sale is a fun and festive opportunity to give back to the community for supporting us all year,” said Dale Madden, The Madden Corporation president. “The holidays are an opportunity for companies to show that the holidays are about giving more than receiving and we are excited to partner with Special Olympics Hawai'i for a second year as a beneficiary of this event.”

Shoppers can expect to enjoy tremendous savings on a variety of featured products including etched glassware, hand-painted ceramics, perfume and bath and body products for less than \$10 apiece. Other featured sale items will include books, candles, photo accessories, glassware, stuffed animals as well as over a half-million dollars worth of other popular Island Heritage products.

To provide shoppers with even more savings, Special Olympics Hawai'i athletes will be hosting a dunk tank with local law enforcement officials onsite on Saturday, November 19. For each successful dunk, shoppers can receive an additional 10 percent off coupon towards any purchase during the holiday warehouse sale. Additionally, athletes will be on-hand both days accepting donations.

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"We are extremely grateful for the generosity of The Madden Corporation and their shoppers," said Nancy Bottelo, Olympics Hawai'i president. "Their donation helps make possible our annual Holiday Classic, which this year takes place December 3 – 4, and allows athletes from around the state to compete in bowling, basketball and bocce."

More than 7,000 residents participated in the 2010 Holiday Warehouse Sale. Each year The Madden Corporation employees give their time to open the Island Heritage warehouse to the community and offer discounted prices on products with island designs that embody the unique spirit of the islands.

Shoppers will find ample parking at the Waipahu facility. Cash, Visa, Mastercard and Discover credit cards will be accepted. For additional information on the Island Heritage Holiday Warehouse Sale, please call 808-564-8800 or visit the website at www.islandheritage.com.

For more information on Special Olympics Hawai'i, please contact 808-943-8808 or visit www.specialolympicshawaii.org/. Also, follow Special Olympics Hawai'i on twitter at <https://twitter.com/SOHawaii> and on Facebook at www.facebook.com/SpecialOlympicsHawaii for updates on the event.

About Special Olympics Hawai'i

Special Olympics Hawai'i provides year-round sports training and athletic competition in nine sports, conducting more than 50 events throughout the state for children and adults with intellectual disabilities. Training and competition begins at age eight, with the Young Athlete Program offered to children, ages two and a half to seven years of age.

All programs are free of charge to registered athletes, including everything from facilities, equipment, uniforms, housing and transportation as well as meals for events, awards, sports competition, training education and more.

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