



News Release

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“Live Easy This Winter” prize package offered by County businesses to support student scholarship and annual fundraising event

Aroostook County - A lucky Aroostook County family will get to “live easy” this winter thanks to the generosity of a number of County businesses that have come together to support both students at Northern Maine Community College and an annual event that draws thousands and serves as a fundraiser to support the College Foundation.

A unique prize package, billed as “Live Easy This Winter”, will include vouchers for groceries, heat and electricity for the three calendar months of winter. It will go to a lucky County resident who attends the 2010 Fall and Winter Expo, co-sponsored by the NMCC Foundation and WAGM-TV. The fourth annual event is slated for October 2 and 3 at The Forum in Presque Isle.

The lead donation for the door prize, valued at more than \$3,000, comes from Scott Carlin, NMCC alumnus and owner of the Star City (Presque Isle), Hillside (Fort Fairfield) and Mars Hill IGAs. Carlin, who also serves as president of the NMCC Alumni and Friends Organization and a director on the NMCC Foundation Board, will provide the lucky winner 12 \$150 grocery gift certificates redeemable at his three central Aroostook stores. The \$1,800 in groceries represents the average cost for a family of four of at \$150 per week through the winter season.

“This was a really unique idea and one that we wanted to jump on board with and support,” said Carlin. “Not only does it benefit a great cause, but the lucky winner will certainly benefit from having three of their essential expenses either reduced drastically or eliminated this coming winter, which is typically most expensive season for County residents.”

Joining Star City, Hillside and Mars Hill IGAs in providing the combined prize package is the County’s electric utility, Maine Public Service Company, which will provide three \$100 gift certificates to cover the average electric costs for the three calendar months of winter.

Three County-based oil dealers, Daigle Oil Company, Dead River Company and Maine Potato Growers Energy Services division are collaborating and enhancing the grand prize package by each contributing 100 gallons of heating oil.

Additionally, Northeast Pellets of Ashland and Center Farms Coal of Easton will also provide the equivalent of an average winter's supply of wood pellets and coal respectively. Fall and Winter Expo event coordinators intend to let the grand prize package winner decide from amongst the heating oil, pellets and coal. The remaining items will be given as prize drawings to two other lucky winners.

"We are just thrilled with our main door prize package for this year's show," said Vicki Smith, NMCC Foundation Board vice chair and 2010 Fall and Winter Expo committee chair. "We are most grateful to the outstanding County businesses that have agreed to support us by providing these wonderful and very practical prizes. Not only are they helping to enhance our event, but their generosity will go a long way toward helping support the Foundation and NMCC students."

"We believe this will be an attractive draw and bring both new exhibitors and attendees to the show," said Kelly Landeen, WAGM-TV sales manager. "This package is just one of many give-a-ways planned for our upcoming event. "Altogether, show attendees will have the opportunity to sign up for more than \$20,000 in prizes. WAGM-TV is excited to be teaming again with NMCC to put on this year's Expo. This show is poised to not only be an exciting and fun event, but an informative one as well."

In addition to the "Live Easy This Winter" prize package, other grand door prize give-a-ways include a pellet stove donated by the County Stove Shop, a new snow blower donated by Aroostook Door and Window, four deluxe NASCAR tickets to the races in Loudon, New Hampshire donated by Levasseur's Napa Auto and Truck Parts and 50 Troll Beads provided by Country Collectibles.

The Fall and Winter Expo has quickly grown to be the largest trade show in the region during the fall and winter months. This year's event will bring together more than 50 businesses and organizations, with products and services ranging from moving snow and staying warm this winter to the best ways to enjoy the seasons, both indoors and outdoors.

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Some of the donors for the “Live Easy This Winter” prize package, that will go to a lucky winner attending the Fall and Winter Expo in early October, gathered at the Hillside IGA in Fort Fairfield to present the prize package to the Northern Maine Community College Foundation and WAGM-TV, coordinators of the annual event.

Participating in the presentation were (left to right) Virginia Joles, director of communications for Maine Public Service Co.; Randy Richards, division manager for central Aroostook for Daigle Oil Company; Mileah Brown, manager of the Star City IGA in Presque Isle; Stephen Watson, manager of Hillside IGA; and Scott Carlin, owner of Star City, Hillside and Mars Hill IGAs. Accepting the generous donations are Lois Dickson, secretary of the NMCC Foundation Board of Directors and Kelly Landeen, sales manager for WAGM-TV. Both Dickson and Landeen serve on the 2010 Fall and Winter Expo committee.