



# News Release

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## Home, health and hearth on display at Fall and Winter Expo at Presque Isle Forum October 2 and 3; more than \$15,000 in giveaways up for grabs

**Aroostook County** - More than 40 exhibitors displaying products and services ranging from alternate energy and technology to health and wellness and winter sports and recreation will be on hand, and more the \$15,000 in giveaway prizes up for grabs at the Fall and Winter Expo at the Forum in Presque Isle on October 2 and 3.

The event, co-sponsored by WAGM-TV and the Northern Maine Community College Foundation, will be held on Saturday from 10:00 a.m. to 6:00 p.m. and on Sunday from 10:00 a.m. to 4:00 p.m.

“We have a wonderful mix of exhibitors and a wide range of products and services that will be presented at the Expo,” said Vicki Smith, NMCC Foundation Board member and chairperson of the Fall and Winter Expo Committee. “We also have the largest number and highest value of prizes for giveaways that we’ve had since this show has been presented. Items valued at more the \$15,000 will be given away to show attendees over the course of the weekend, including the ‘Live Easy This Winter’ prize package, which is causing quite a bit of buzz about this year’s show.”

The unique prize package 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.

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 with 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 at \$150 per week through the winter season.

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 electrical 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.

Aside from 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 donated by Country Collectibles.

"WAGM is pleased to be teaming with the NMCC Foundation again to bring the County and Western New Brunswick the Fall and Winter Expo. Attendees to this year's event will have the opportunity to learn about the latest in alternative heating products and units, including wood, pellet, coal and biomass burning technology, as well as solar and wind energy. Several exhibitors will feature home improvement, décor and entertainment products. Other exhibitors will showcase products to help folks stay active outdoors during the coming winter months, as well as how to have fun and clear the abundant snow that falls on the region each year," said WAGM-TV sales manager Kelly Landeen.

Health and wellness exhibits will be prominent at the 2010 Fall and Winter Expo. NMCC nursing students and medical assisting students will host an educational health fair featuring numerous interactive displays on topics concerning wellbeing in the coming winter months.

"There is truly something for everyone at this year's show! This is an event for the entire family," said Smith.

For more information on the event, contact the NMCC Foundation at 760-1188 or WAGM-TV at 764-4461, ext. 253.

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*Organizers of the Fall and Winter Expo draw for the winners of the door prizes at the 2009 show. The 2010 Fall and Winter Expo will feature over \$15,000 worth of prizes that attendees will have a chance to win, including the “Live Easy This Winter” prize package, which includes free groceries, heat and electricity for the winter months. Participating in the 2009 drawing were (left to right) Jason Parent, NMCC director of development and college relations and executive director of the NMCC Foundation; Richard Engels, immediate past chair of the NMCC Foundation Board of Directors; Ted Shapiro, chief meteorologist at WAGM-TV; and Kelly Landeen, WAGM-TV sales manager.*