

Ellen Carlson and Lisa Seidel, Co-organizers, Half-Pint Resale
halfpintresale@gmail.com
www.halfpintresale.com
halfpintresale.wordpress.com
www.facebook.com/halfpint.resale
@eamcarlson

Consignors and Shoppers available for interview upon request.
For Immediate Release

Two Local Moms Continue organizing their Successful Thrifty Solution to Raising a Family on a Tight Budget

Semi-annual Resale give families two days of the best in Madison-area Kid's Thrift

Madison, Wis. (July 2010) It's the middle of summer, but two Madison moms are gearing up for their sixth semi-annual children's consignment sale, designed to give area families a thrifty solution to raising a family in tight economic times.

"While some families are starting to recover from tough times, they've come out of it with a renewed sense of saving money for their families," says Ellen, co-organizer of Half-Pint Resale. "And families are also increasingly conscious of where their money is going. With so many businesses on the edge, people want to keep their money local. We're glad to offer such a green alternative to buying new and from franchises."

This locally-grown initiative is becoming a staple in the community, especially for families of young children. "I can count on Half-Pint to get me through each season. It's a God-send to my family! I am not much for garage sales because I don't have the time to dig through out-of-season clothing, but it is clean, organized, and run incredibly well. The prices were amazingly affordable and I had very few items I had to buy new last spring," said Half-Pint shopper and mom Marlena Deutsch. "My list is already long for fall and I've got the dates on my calendar. I love knowing that I'm not going to have to settle for lower quality just because I'm not buying new."

Another local dad recently exclaimed, "Half-Pint is more than just fun and great deals, it's an incredible community resource."

Due to the success of the past sales, this sale that features fall and winter clothing and gear will feature approximately 250 consignors, making this the biggest consignment sale in the Dane County area.

The sale, which focuses on quality clothes sizes 0-7, newborn and toddler gear as well as toys, will hold its twice-yearly sale at the Goodman Community Center on Madison's east side. **The upcoming sale is scheduled for Friday, September 17th (2pm-8pm) and Saturday, September 18th (8am-Noon, Half-Price sale 1pm-5pm).** The event is free and open to the public. The sale will also feature a Baby Food Drive to benefit the Goodman Food Pantry, as well as other perks for parents needing a break.

#####

About Half-Pint Resale: As working moms, Lisa Seidel and Ellen Carlson found that it was hard to sell their children's outgrown items and even harder to find affordable items that they needed. In response to the need, they began to organize this local, green, initiative, which is the largest of its kind in Dane County. This semi-annual quality children's consignment sale, now in its sixth sale and third year, is a staple in the eco-conscious and budget-friendly parenting community. The sale supports local families, has a negative carbon footprint and is part of the Madison-area do-it-yourself culture. The sale will be offering great deals on unique items for children ages 0-7. New consignors always welcome!