

MEDIA ALERT

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For more information:
Virginia Barnidge, event organizer
239-676-3878
shophophaul@gmail.com
www.shophophaul.com



FLORIDA's VINTAGE, CONSIGNMENT, & THRIFT STORES SHINE IN FALL SHOP HOP HAUL LARGEST RESALE ROAD TRIP EVENT

Shoppers will treasure hunt once again across Florida for the fall edition of Shop Hop Haul on Thursday, Friday, and Saturday, November 4th, 5th, & 6th, for the popular self-guided resale road trip to haul away bargains from Vintage, Consignment, Upscale Resale, and Thrift stores. Many of the shops including Designer resale boutiques, Furniture and home decor consignment, Coastal, Cottage, Farmhouse, Repurposed and Chalk paint stores in the line up are small local businesses or non-profits that support community charities. These shops will roll out the red carpet and the best bargains for customers along with giveaways, raffle drawings, demonstrations, meet the artist, ideas on re-purposing old items, games, make & takes, and more.

The event is growing and encouraging people to travel to and around Florida, by picking their destination and then shop hop and haul away bargains on their own self-guided resale road trip. This is a treasure hunt 'feeding frenzy', says event organizer, Virginia Barnidge. In addition to great weather, Florida has so much to offer, shoppers can add so much more excitement to their resale road trip. We have great suggestions on our website to add to their road trip routes. They can add to their destination a top

Florida scenic drive or one of the best beaches, and of course for those overnight stays, we have added places to end of day to rest up, sleeps that can include feet in the sand and a cocktail in their hand, beachfront hotels and best Florida RV Parks.

The resale market is becoming more popular thanks to value and sustainable conscious consumers. As concerns over the environmental impact of fast fashion increase, consumers recognize the inherent sustainability factor of shopping resale. With an increasing awareness of the importance of reducing pointless waste, we are progressing from a disposable society to a recycling society—a change that has enormous market potential for the resale industry as a whole. After all, "Resale is the ultimate in recycling!"

Participating shops will be part of the promotional process by using their social media pages broadcasting the event to their followers in and out of the State of Florida. Each shop is required to have an "in-store" promotion for the duration of the event, and many shops go beyond just complimentary refreshments and discounts. Shoppers will find fun promotions like "pop a balloon" or "spin the wheel" to determine their discount, door prizes, meet-the-maker, paint demos, and free swag bags just for stopping in. The participating stores will be ready and waiting to greet new faces to their store and provide the shoppers with the best bargains. The event includes speciality shops that sell old rusty items, known as salvage, art & repurposed items made by local artists, as well as resale stores that sell favorite designer brands. Store owners appreciate this unique, low-cost way to promote not only their shop but their town too, and people that love resale shopping, always get excited when given a list of hundreds of resale shops.

Adding to the fun is discovering shops that are brimming with history located in historic buildings, an old train station, walking through an outdoor garden hosting home to birds and unique garden goodies before stepping into a big building filled with antiques and collectibles, or being greeted by the store cat or dog. These shop owners and shop volunteers are very passionate about their store and charities they support. In order to compete with the big box stores they have to be extra creative in their marketing efforts and work extra hard to get noticed, Barnidge said. "I am glad I can help them out by bringing customers to their store with this fun shopping event."

Road trip planning is made easy with the interactive Google Map and master list of shops. The list and map will include all of the shop details, mandatory mask information, and in-store promotions that can be accessed on mobile devices while shoppers are traveling the area. The list of all participating shops and link to the Google Map are found on the event's website and can be printed off www.shophophaul.com or follow the Facebook page at <https://www.facebook.com/shophophaul> or Instagram <https://www.instagram.com/shophophaul/>

For additional information contact the Shop Hop Haul event organizer, Virginia Barnidge (239) 676-3878 Email: shophophaul@gmail.com

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