



FOR IMMEDIATE RELEASE

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**"More on 34" Event Calling All Vendor and Fundraising Partners
Miles and Miles of Sales Now in 8th Year**

April 2, 2013 – A weekend event called "More on 34" has long been viewed as "the granddaddy of all linear yard sales." Each year over 15,000 visitors travel over 100 miles of bargains on US Highway 34 from Aurora to Galesburg, IL. The sales event, in its eighth year, takes place June 14 and 15, 2013, from 8 a.m. to 5 p.m.

Event organizers are calling on all church and school groups, boy scouts, girl scouts, civic clubs, communities, and individuals to be a partner in the eighth annual "More on 34, Miles and Miles of Sales" event, June 14 and 15. Organize your fundraising event -- be it a sale, entertainment, or food.

"More on 34" has been delighting visitors for eight years and the economy will have shoppers out looking for bargains, making organizers upbeat about this year's event. The sales event was featured in the April's Flea Market Style magazine as one of reader's top ten favorite shows and shops in all 50 states. Alethia Hummel of the Sandwich Chamber of Commerce said, "Every year the sale continues to grow and attract visitors from Illinois and surrounding states. I am amazed to learn how far visitors have traveled." Organizers encourage everyone who has thought about participating in the past to just do it this year. Alethia added, "More on 34 is an event that has built-in marketing from Springfield to eastern Iowa, and southern Wisconsin to the Chicago land area. All vendors have to do is plan their event or sale, list it on www.moreon34.com and buyers will come."

Need proof of how successful "More on 34" can be? One former skeptic did not think the annual highway yard sale would bring many people to the community. But when he saw the traffic he decided to open his business selling antique furniture, and he pocketed a whopping \$1,000 for six hours of effort.

Galesburg to Aurora translates to over 150 miles of bargains of fresh produce, antiques, furniture, and more. Thrifty shoppers will hit the road with patience, plenty of perseverance, a full tank of gas, and cash in hand to experience the old adage "one man's junk is another man's treasures." Organize now and plan to participate June 14 and 15 in "More on 34, Miles and Miles of Sales." For event, vendor, and advertising information, visit www.moreon34.com, or call 877-436-7926.

The I&M Canal National Heritage Corridor Convention and Visitors Bureau promotes economic development and tourism along the counties and communities within the 94-mile historic Illinois and Michigan Canal. For information on CVB members, trip ideas and special events for all ages and interests, go to www.heritagecorridorcvb.com, or call 800.926.CANAL.

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