



**FOR IMMEDIATE RELEASE**

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## **FREE APPLIANCES IF PACKERS SHUTOUT VIKINGS.**

**MILWAUKEE, WI - OCTOBER 6, 2008** - Can the Packers shut out the Vikings just like last year? Appliance World of Milwaukee thinks they can. In fact, the 50-year-old Milwaukee based company is betting its entire stock of 4,000 name brand appliances on it, with its Packer Blowout-Shutout Sale. All purchases made between October 10-13, 2008 will be rebated 100% if the Green Bay Packers shutout the Minnesota Vikings on November 9, 2008.

“When people get together to cheer on the Pack, they will have a little extra incentive to root for the green and gold – free appliances,” says Appliance World Owner, Ed Aumann. “It makes the hot wings and brats tastier when they are cooked on a brand new FREE stove. For 50 years Appliance World has been a Milwaukee tradition. This promotion is our local stimulus package – it not only fuels the fans to cheer even harder for the Pack, if it’s a shutout it will take a little pain out of the pocketbook!”

This promotion has been created for Appliance World by Mike Schuch at TAP Media ([www.tapmedia.tv](http://www.tapmedia.tv)). The promotion is the first of its kind in the Milwaukee area. “It is a high-value promotion. The Packers shutout the Vikings last November 34-0. This gives Appliance World customers with a real shot at free new appliances,” says Schuch. “This is exciting for loyal Packer fans and Appliance World customers. We are really hoping for a shutout, that will create new fans for both.”

Radio, TV and Print advertising will begin today and will run until Monday, October 13<sup>th</sup>. A dynamic borderless web video commercial has also been produced by TAP Media and will run 24/7 on the homepage of the Appliance World company website ([www.yourappliancecompany.com](http://www.yourappliancecompany.com)).

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**About Appliance World** – In its 50-year history, Appliance World has grown to be the leading local independent appliance dealer with 3 locations - Greenfield, Brookfield, and Germantown - servicing the Milwaukee market. More information on Appliance World and the Packer Shutout Blowout Promotion at [www.yourappliancecompany.com](http://www.yourappliancecompany.com).

**About TAP Media** -TAP Media is a full-service advertising agency with offices in Sussex, WI and Santa Barbara, CA. More information on TAP Media at [www.tapmedia.tv](http://www.tapmedia.tv).

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