

For Immediate Release: NOVEMBER 5, 2009



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**TWO HOLIDAY SHOPPING EVENTS UNDER ONE ROOF
BOTH TO BENEFIT "LOCAL"**

4th Annual Exchange Alternative Gift Fair & 2nd Annual Our Milwaukee Buy Local Fair
Meet with over 40 different non-profit organizations and independent businesses

When: Sunday, December 6, 2009

Time: 1 – 5 pm

Where: Lakefront Brewery, 1872 Commerce Street, Milwaukee

- Live music from 2 – 4 pm
- Enjoy complimentary refreshments from Alterra Coffee and Outpost Natural Foods
 - Lakefront beer, soda, snacks and Satellite Crepes available for purchase
 - FREE brewery tours!

Give a gift that makes a difference!

The Outpost Exchange **Alternative Gift Fair** is a positive holiday experience for everyone! Shoppers honor friends and relatives with donations to causes that fit their *values* as an alternative to traditional gift giving.

The Outpost Exchange Alternative Gift Fair is one of many community give back programs sponsored by the co-op during the holiday season.

Concern for Community is one of the seven international cooperative principles that all co-ops adhere to.

www.outpostnaturalfoods.coop

Be unique – choose local first!

The Our Milwaukee **Buy Local Fair** is a part of a weeklong awareness campaign that shines a light on the benefits of supporting locally owned, independent businesses during the holiday season.

The Buy Local Fair brings Our Milwaukee business members to shoppers providing them with unique products and services they won't find anywhere else. Buying local supports Main Street, instead of Wall Street.

The Buy Local, Live Local Days runs from Saturday, December 5 - Sunday, December 13.

www.ourmilwaukee.net

2009 Alternative Gift Fair Sponsors

Outpost Natural Foods, Lakefront Brewery, Our Milwaukee, Stephanie Bartz Photography, Digital Edge, Fair Trade for All, ThirdCoast Digest, Davis & Kuelthau Attorneys, OnMilwaukee.com and Willis HRH