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DirectBuy of Waterloo holds fundraiser for Haiti

DirectBuy of Waterloo donates more than \$5,000 to the Canadian Red Cross in support of Haiti relief efforts

DATELINE: WATERLOO, ONTARIO...

DirectBuy of Waterloo, the leading home improvement and furnishings club with direct insider prices, recently donated more than \$5,000 to the Canadian Red Cross' Haiti relief efforts with help from the Canadian government.

Inspired by donations and relief efforts from around the world, the club owners and staff set up an all-day "Help Us, Help Haiti" fundraiser where a portion of every member purchase, as well as any additional member donations, were collected to help those affected by the 7.0 magnitude earthquake that struck Haiti on January 12, 2010.

DirectBuy of Waterloo offers consumers thousands of items, including kitchen cabinets, flat-screen televisions and major appliances from more than 500 top manufacturers or their authorized suppliers. With more than 160 clubs throughout Canada and the United States, DirectBuy Club allows members to purchase merchandise at direct insider prices, bypassing traditional retail mark-up.

To promote the fundraiser, DirectBuy of Waterloo encouraged all club members to visit the club on Saturday, January 16, 2010, to place an order. Interest from members was greater than expected and many Waterloo members made an extra effort to stop in the club that day to place orders and support the cause. In fact, due to the high number of orders placed, the club was open well past closing time to meet member demand.

In less than eight hours, the club raised nearly \$3,000. With the Canadian government's promise to match all charitable donations made in support of Haiti relief, the final tally on the day of the fundraiser reached \$5,665.70.

"I'm so proud of what we were able to accomplish in just a few days. At DirectBuy, we're in the business of helping families live and buy better – so to be able to expand on our company's mission and help on a much larger scale was even more fulfilling," said Service Manager Erin Budd. "And we couldn't have done it without the help of all of our wonderful members who showed incredible support for the cause. We're so proud of our members and we hope our contribution makes a difference!"

About DirectBuy Club

For more than 38 years, DirectBuy Club has been showing thousands of consumers unparalleled ways to save as they shop for virtually everything for in and around their homes – from furnishings, home improvement and flooring, to entertainment and outdoor products, accessories and much, much more. With more than 160 locations in North America, DirectBuy Club offers its members access to more than 500 brand-name manufacturers or authorized suppliers in Canada, and approximately 700 brand-name manufacturers or their authorized suppliers in the US. .

In addition to saving its members thousands of dollars, DirectBuy Clubs are active contributors to the communities they serve and have been known to contribute to disaster relief operations. Among the many non-profit and community programs DirectBuy Club franchises across Canada and the United States support are local Boys & Girls Clubs, Habitat for Humanity, the United Way, and various Children's Hospitals.

Consumers interested in seeing DirectBuy Club's savings, service and selection up close may obtain a Visitor's Pass to attend an Open House by visiting www.directbuy.com or www.getdirectbuy.com.