

NEWS RELEASE



Media Contact:

Meg Lewis
Public Relations Manager
(334) 271-5326
Email: mlewis@asf.net

ASF Offers Easiest Post-Holiday Shopping Around: The Armchair Auction!

FOR IMMEDIATE RELEASE

MONTGOMERY, AL (January 2, 2008) On Saturday, January 26, 2008, shoppers across Alabama can settle down for the most convenient post-holiday shopping in the state. The Alabama Shakespeare Festival's Armchair Auction will be broadcast live on ClearChannel radio stations across the state from noon until 6 p.m. on that day, offering great deals on amazing items with all of the proceeds benefitting the theatre. The final hour of the auction will be televised on Montgomery's WSFA 12 News. Each item and its auction time will be listed in *The Montgomery Advertiser* on January 20 and January 26, 2008. Listen to the designated ClearChannel Radio station at the stated time and call toll free 877-ASF-0467 to place your bid.

The ASF Armchair Auction is *the* place to find beautiful antiques, unique home and garden items, exclusive professional services, fabulous getaway trips, art, jewelry and one-of-a-kind experiences – like a walk on role at ASF! Buyers often get a great deal and walk away knowing that the full price of their item goes to benefit the cultural gem of the South, the Alabama Shakespeare Festival.

The live auction will reach statewide, including Montgomery, Mobile, Huntsville, Birmingham, Tuscaloosa and the Auburn/Opelika areas, allowing bidders to shop from the ease of their armchair, in their car, living room, or pajamas – anywhere their cell phones, radio, or internet can take them. For more information on ASF or the Armchair Auction visit www.asf.net or www.asfarmchairauction.com, or call 334-271-5346.

The Alabama Shakespeare Festival is among the largest Shakespeare theatres in the world. Designated as The State Theatre of Alabama, ASF has been located in Montgomery since 1985 when it moved from Anniston as a result of Mr. and Mrs. Wynton M. Blount's gift of a performing arts complex set in the 250-acre Wynton M. Blount Cultural Park.

This program/project has been made possible by grants from the Alabama State Council on the Arts and the National Endowment for the Arts.

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2008 ASF Armchair Auction Press Release
Press Contact: Meg Lewis, PR Manager
Phone: (334) 271-5326
Cell phone: (334) 312-2007
Email: mlewis@asf.net



Live Auction Fact Sheet

What: Armchair Auction to benefit the Alabama Shakespeare Festival

Co-Sponsored by: AT&T
ClearChannel Radio
Montgomery Advertiser
WSFA 12

When: Saturday, January 27, 2007
Noon- 6:00 PM

Where: ClearChannel Radio Station broadcast live statewide. (see list below)
WSFA 12 TV simulcasts from 5:00 PM – 6:00 PM

Radio Stations:

Montgomery
WWMG 97.1 FM

Gadsden
WAAX 570 AM

Mobile
WPMI 710 AM

Tuscaloosa
WACT 1420 AM

Huntsville/Decatur
WBHP 1230 AM
WHOS 800 AM

Birmingham*
WERC 960 AM

*In Birmingham, the Auction will be broadcast on the radio from 2 PM – 6 PM.

Listen online at www.al.com

Website: www.asfarmchairauction.com

Categories: Boutique; Fine & Decorative Arts; Food & Restaurants; Gardens & Greenery;
Home & Office; Kid's Corner; One of a Kind; Priceless; Professional Services;
Sports and Hobbies

FOR MORE INFORMATION: www.asfarmchairauction.com or call toll free at 877-ASF-0467

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