



NEWS RELEASE
For Immediate Release

Jamie's Flea Market to Hold 5th Annual Family Fun Day and Launches New Web Site and Logo

07/25/2012 - S. AMHERST, OH - Jamie's Flea Market, the largest flea market in Northern Ohio, will hold its 5th annual Family Fun Day on Saturday, August 4, 2012. Jamie's will celebrate with music, contests and prizes, free face painting and balloon art. This year, Jamie's will sponsor a food drive benefitting Second Harvest Food Bank. Visitors who bring a canned good or non-perishable item will receive a raffle ticket for a chance to win Jamie's gift certificates or dinner at a local restaurant. Jamie's will donate \$1500 and food items to Second Harvest. "Giving back is important to Jamie's employees and owners. Family Fun Day is a great way to enjoy a summer day and help those in need in our community," explains Lorna Ingersoll, general manager. Activities run from 10 a.m. to 2 p.m.

Jamie's also recently launched its new web site www.jamiesfleamarket.com. Jamie's owners and management plan to use the new web site to draw more customers to their year-round flea market, and to inform potential vendors of business opportunities and benefits. The new site offers shoppers and vendors more information and interactivity. The web site, designed by m2 marketing of Columbus, Ohio, is a dynamic and powerful tool, providing the major features businesses and shoppers rely on: maps, retail (vendor) directories, driving instructions, up-to-the minute weather, news and events, as well as links to social media. Future phases of the web site will offer a search function, a site specifically designed for mobile users, advertising and partnership opportunities, and an interactive vendor map.

The web site also introduces a new logo for Jamie's Flea Market. The new logo is a bold, fresh name block with Jamie's written in a friendly typeface. The words, flea market, are wrapped around - similar to the way you wander the aisles of a market. The logo was designed by Judy Loda of Newwalk Design.

"Many people supplement their income by becoming a vendor at Jamie's. Shoppers can also save a lot of money on the bargains they find at Jamie's," explains Ingersoll. "Jamie's is a low risk, low overhead business opportunity. Many of our vendors are individuals or small business owners who do not have their own web site," added Lynette Mock, president and owner with her three sisters. "We will work with our vendors to leverage the web site's capabilities to help them grow their business."

"Jamie's Flea Market is an institution and known throughout Northern Ohio and in neighboring states," explained Karen Mock, one of the owners. "The Jamie's name has a lot of value and is part of the reason why vendors have done business with us for decades, and so many visitors return year after year. The new web site will enhance the quality of our vendor and customer experience."

About Jamie's

Jamie's is Northern Ohio's largest flea market with 200 indoor vendors and space for up to 400 outside vendors; 250,000 people shop at Jamie's each year. The market is open all year, Wednesdays and Saturdays from 8 a.m. to 4 p.m., with free admission and parking.

For more information:

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