

2017 Press Release

Peaches to the Beaches Yard Sale

March 10-11, 2017

2017 Official Participating Communities: Barnesville, Roberta, Ft. Valley, Perry, Hawkinsville, Eastman, Chauncey, McRae-Helena, Lumber City, Hazlehurst, Baxley, Odum, Jesup

Since 2005, Golden Isles Parkway Association has sponsored the Annual Peaches to the Beaches Yard Sale the second Friday and Saturday of March each year with the goal of promoting tourism and economic development to the communities located along Highway 341. Golden Isles Parkway Association (GIPA) utilizes a vast advertising campaign to promote Peaches to the Beaches Yard Sale.

GIPA pays for these advertisements through the vendor fees collected at each official site during Peaches to the Beaches Yard Sale. The local chamber/tourism boards keep half of the vendor fees to advertise next year's Peaches to the Beaches within their community, and GIPA collects half the vendor fees to continue their advertising efforts for the next year's event. GIPA is comprised of members dedicated to promoting the vast potential for tourism along Highway 341; as such, no organization profits from any vendor fees collected during Peaches to the Beaches.

However, communities profit from increased tourism revenue such as hotel/motel tax collection, food and entertainment sales, and fuel sales. Thousands of people travel Highway 341 during Peaches to the Beaches, and the communities reap the economic benefit through increased revenue generated by tourism.

Unfortunately, as more large unofficial sites pop up along Highway 341 during Peaches to the Beaches, recruiting vendors to participate at the official sites is becoming increasingly more difficult.

The Peaches to the Beaches Yard Sale logos and names were service marked with the State of Georgia in 2013. Any unauthorized use of the logo(s) or name(s) is an infringement upon GIPA's ownership of them.

Please, if you love Peaches to the Beaches Annual Yard Sale, support it and your community by becoming an official vendor and shopping at the official locations, purchasing an official tee shirt, and most of all, support the vendors by shopping at the official sites.

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