

FOR IMMEDIATE RELEASE

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True Value Plus 50th Anniversary Celebration on Saturday, Oct. 6; Proceeds Benefit Fire Departments

True Value Plus will celebrate its 50th anniversary with a customer appreciation event on Saturday, Oct. 6, at its stores at 836 E. Forrest Avenue, Shrewsbury and 231 N. Main Street, Loganville. Festivities will include a bounce house for the kids, free hot dogs and Carman's ice cream from 10 a.m.-2 p.m., as well as a cake cutting at noon and door prizes throughout the day at both locations. Customers also will enjoy many items 50% off in honor of True Values 50 years of business - and 5% of all sales will be donated to the Shrewsbury and Loganville Volunteer Fire Departments, which will have fire engines on site and on display.

True Value Plus has long been a family-owned business that's worked hard, changed with the times and given back to the community. The Shrewsbury home improvement center, which now features 36,000 square feet of retail space, was first owned and operated by Bob Hittie and his wife Jean. Their two sons, Scott and Brad both grew up in the store and today co-own and co-manage the day-to-day operations.

"Over the years," says Scott Hittie, "we have carefully aligned our product selection to meet the needs of the community and deliver on the expectations of local customers. We are committed to our customers and to providing them with the best shopping experience possible. As an independent retailer, we've created a one-stop destination where shoppers can find all the great products, expert advice, and inspiration they need to get their small repair and home-improvement projects done right."

With any business in existence for half a century, there is interesting trivia. Did you know:

- Bob and Jean Hittie bought New Freedom Hardware in 1962
- The store initially looked more like a gift store than a hardware store
- The Hittie children grew up on site – first napping and playing in, then working after school til close, and later running the store
- The owners started out doing odds and ends job to make ends meet – rototilling gardens, repairing windows and screens, delivering items
- Today, True Value Plus makes 12,000 keys annually, mixed 11,000 gallons of paint, filled more than 11,000 propane tanks, sold more than 12,000 2x4's and is one of the largest Stihl dealers in the region
- The Shrewsbury store has undergone several expansions in just the last 10 years – in 2002, with a drive through lumber warehouse, in 2005, converting warehouse storage into a retail sales area three times it's original, and in 2009, both stores were remodeled, that made them brighter, more organized and easier to shop.

Stop by Saturday, Oct. 6 to celebrate with True Value Plus – and to help a good cause.

"This all started with our father," says Hittie. "When he started out in business, he realized that he needed to be involved in the community. And, he has done this in a big way over the years.

In the 70's, Bob thought that New Freedom needed a Community Center, and he was a big part in making that happen. The same thing when the YMCA came to town. Bob became highly

involved in the planning process and he made a large financial commitment. True Value has always tried to fully support as many local organizations as possible. This includes the local libraries, fire departments, school organizations- sports teams, bands, yearbook, etc., countless local Church groups, local youth sports teams, and many Scouting organizations.

Scott and Brad are both Eagle Scouts and enjoy helping many young men with their Eagle projects. Bob has been very involved with the New Freedom Lions Club and has worked many, many hours at their annual carnival over the years. And Jean was the unsung hero. She was always right there to keep him organized, fed, and supported. She worked many hours at the New Freedom store, raised two sons and was an active volunteer. Scott and Brad continue to model themselves after their parents, but the bar has been set high.

“Dad continues to work some hours almost every day, even at the age of 81,” says Brad Hittie. “Our parents are highly respected in the community and they have earned it. They love this community. And the community has allowed us to reach this 50-year anniversary. They’ve supported us, just as we’ve tried our best to support them.”

So, come on out and join the fun as a local business celebrates half a century! WGTY Radio plans a live broadcast noon-2 at the Shrewsbury store with Dan Douglas and there will be a Kidde Fire Safety Event from 10-2.

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