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# news release

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## FOR IMMEDIATE RELEASE

### **Unclaimed Baggage Center Attracts Shoppers from Around the Country with Annual Winter and Ski Event: Unique retailer celebrates 30 years of providing most sought-after winter and ski gear on Nov. 5<sup>th</sup>**

**SCOTTSBORO, Ala., Oct. 31, 2011** – One-of-a-kind retailer [Unclaimed Baggage Center](#), is hosting its 30<sup>th</sup> annual [Winter and Ski Event](#) on November 5 with the best deals on the most sought-after brands in winter clothing and ski equipment.

Located in Scottsboro, Ala., the Unclaimed Baggage Center is the only retail store in the country offering individuals the opportunity to purchase lost and unclaimed items.

“Every year, we see people, adventure shoppers, travel from all over the country just for this one-day Winter and Ski Event, because they know they will find unbeatable prices on high-quality, name-brand winter sports equipment and clothing,” said Unclaimed Baggage Center’s media spokesperson Brenda Cantrell. “Last year’s event drew more than 5,000 visitors from 35 states, and we expect to see even more outdoor enthusiasts this year.”

The 30<sup>th</sup> Anniversary [Winter and Ski Event](#) will offer top brands such as North Face, Columbia, Spyder, Black Diamond, Obermeyer, Xposure, Salomon, Polartec and Patagonia.

[Unclaimed Baggage Center](#) doors will open Nov. 5 at 7 a.m. CST with shopping beginning at 8 a.m. CST. As in previous years, the Unclaimed Baggage Center will permit shoppers to camp in the parking lot prior to the doors opening.

“This is an event that many individuals anticipate all year long,” said Cantrell. “We look forward to seeing the veteran shoppers – some of whom have attended 20 years and more – and hope that those who have never before experienced the Winter and Ski Event will also come out to see what we have to offer.”

The Unclaimed Baggage Center provides a distinctive shopping experience full of an ever-changing array of items, all at an incredible value.

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Founded in 1970, the [Unclaimed Baggage Center](#) in Scottsboro, Ala., is a 40,000-square-foot unique shopping destination, which receives 1 million visitors per year from every U.S. state and over 40 foreign countries. Merchandise in the store includes unclaimed baggage and freight and lost articles purchased by Unclaimed Baggage Center following an extensive search for its owner. Items deemed unsellable are either repurposed or thrown away. Through partnering with multiple mission organizations locally, regionally and around the globe, Unclaimed Baggage Center is able to reclaim more than half of these items for good. They have found charity partners over the years able to use millions of dollars worth of unsellable clothing, as well as medical supplies and equipment.

For more information about the Unclaimed Baggage Center or the Winter and Ski Event, please visit <http://unclaimedbaggage.com/>.

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**Note to Editors: For information or to arrange an interview, please contact Kristin Cole at 972.267.1111 or [Kristin@alarryross.com](mailto:Kristin@alarryross.com).**