

# The Longaberger® Company

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**NEWS ADVISORY:** March 14, 2008

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## **LONGABERGER “SPRING FLING” MARKS START OF NEW SEASON AT HOMESTEAD WITH GAMES, GIVEAWAYS, SHOPPING AND MORE**

- WHAT:** Longaberger “Spring Fling” Season Opening of Homestead and Attractions
- WHEN:** Thursday, April 3, 10 a.m. to 5 p.m.; Friday, April 4, and Saturday, April 5, 9 a.m. to 6 p.m. both days; Friday, April 11 and Saturday, April 12, 9 a.m. to 6 p.m. both days
- WHERE:** Longaberger Homestead  
5563 Raiders Road, Frazeytsburg, Ohio, east of Newark

NEWARK, Ohio – The Longaberger Company will kick off its busy tourist season with “Spring Fling”, a celebration of the opening of the Longaberger Homestead featuring games, prizes and fun for the entire family. Admission is free. There will be plenty of shopping, including our famous Factory Store and a sidewalk sale in the At Home Store. All restaurants will be open. Here’s a sampling of the fun:

- **Street games** daily to test your skill and luck, giving you a shot at Longaberger prizes.
- **Dash for Baskets**, giving contestants 30 seconds to grab as many Longaberger products as possible. Four guests each day will go home with armloads of items.
- **Speed Weaving**, where you cheer our basketmakers onto victory for a chance to win baskets.
- **Make A Basket** with our expert basketmakers. During Spring Fling, the basket you make will be pre-signed by a Longaberger family member. Reservations are recommended. Call 740-322-5588, option 0 for pricing and scheduling.
- **Fabric Tote Lunch**, an exclusive event offer for only \$10.95 (includes chicken salad wrap or grilled chicken salad, chips, cookie and 20-oz. bottle of water in a special fabric tote). Quantities are limited, so call 740-322-5588, option 0, to order today.

Nearly 370,000 people visited the Longaberger Homestead in 2007, up about 20 percent over the previous year. The company expects the upward trend to continue in 2008. The Homestead will remain open through December 23.

Founded in 1973, The Longaberger Company ([www.longaberger.com](http://www.longaberger.com)) is America's premier maker of handcrafted baskets and offers a variety of other home and lifestyle products, including pottery and other tableware, wrought iron and fabric accessories. There are approximately 45,000 independent home consultants located in all U.S. states who sell Longaberger products directly to customers.

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