

## PITCH – TV

Back-to-school shopping can be expensive. According to the National Retail Federation, the average family will spend \$700 on school supplies and clothing. But back-to-school doesn't have to break the family budget. A local mom and dad are helping Tulsa families spend a mere fraction of that with their fall and winter consignment sales event called Just Between Friends Tulsa. **This Oklahoma favorite and wallet-friendly event is set for August 17<sup>th</sup>-23<sup>rd</sup> in the Exchange Center Building at Expo Square.**

At JBF Tulsa, families sell their new and gently used children's and maternity items as consignors and turn their clutter into cash. At the same time, families shop the event and save a bundle on all they need to prepare their kids for the new school year. All of the money at JBF Tulsa stays in the local community and most goes back into the pockets of local families. Children are priceless, but clothing them doesn't have to be!

Here are some visual segments or story ideas to help your viewers save and earn money.

- **Back-to-School Fashion Show – Kids model clothes parents find at JBF – (excellent live shot)**
- **The Price is Right – We bring several Back-to-School items and reveal the retail price. Anchors/viewers guess the JBF price. (interactive)**
- **What \$50 buys at JBF – Show how far you can stretch your dollar. We have three moms shop with \$50 each and then see who saved the most. (Package or live shot option).**
- **There's an App for That!- Savvy moms share how to use apps when shopping second hand to ensure you're getting the best deal**
- **Turning Clutter into Cash – Our super consignor moms can share their tips for making money by selling items at JBF – and all year long**

**Daven and Paul Tackett (Mr. JBF) are the local mom and dad who organize this event.** They are available for interviews as well as families who participate. We can also provide photos or video opportunities.