



IKEA Centennial donating thousands of products and offering discount to refurbish homes of High Park Fire victims

(Centennial, CO – June 25, 2012) Thousands of IKEA products are making its way to Fort Collins on Tuesday, June 26 to aid the victims and firefighters of the High Park Fire in Larimer County, CO. Products range from pillows and blankets to flashlights and potato chips totaling nearly \$20,000.

"On behalf of the IKEA Centennial family, we would like to offer our deepest sympathies to our neighbors for the fire in our community," stated Annie Boeckman, manager of local marketing, PR and community outreach. "To us, home is the most important place in the world. We want you to know that you are in our thoughts and hopes for a quick renewal."

In addition to items donated to Larimer County's Donation and Collection Distribution Center, the store is offering High Park Fire victims a one-time 20 percent discount for a new IKEA kitchen and 30 percent off items for the rest of the home, up to \$10,000.

"Although we know that the treasures kept in the home are irreplaceable, we would like to assist in helping restore those items that made your house a home," said Kelly Frieze, store manager. "We also know that rebuilding won't happen overnight, so we are making the offer available for six months," Frieze continued.

IKEA Centennial will also cover the cost of Picking with Delivery – where IKEA coworkers pull the purchased items and deliver them to the customer.

These offers are available to those who show proof of their loss with an official voucher provided by the American Red Cross Northern Colorado Chapter or Larimer County officials, and are valid June 29 through December 31, 2012. Full details of the offer will be made available on the IKEA Centennial local store page by the end of the week.

(<http://www.ikea.com/us/en/store/centennial>)

Donated items from IKEA will be dropped off at the Donation Collection Center at the Foothills Mall, 215 E. Foothills Pkwy., the morning of Tuesday, June 26. The items will then be distributed at the discretion of the coordinators at Larimer County and the Adventist Community Services Disaster Response team.

About IKEA

IKEA, the leading home furnishings company, strives to be 'The Life Improvement Store.' Since its 1943 founding in Sweden, IKEA offers home furnishings which include good design, function and quality at low prices so the majority of people can afford them. There are currently more than 320 IKEA stores in 39 countries, including 38 stores in the U.S. IKEA incorporates sustainable efforts into its day-to-day business practices and supports initiatives that benefit children and the environment.

For more information, go to IKEA-USA.com.

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