IKEA Centennial extending discount to refurbish homes to Waldo Canyon Fire victims

(Centennial, CO – June 29, 2012) IKEA Centennial today announced it will extend its offer of discounts on IKEA products to Waldo Canyon Fire victims.

The company originally pledged to offer High Park Fire victims 20 percent off a new IKEA kitchen and 30 percent off items for the rest of the home up to $10,000. In light of recent events in Colorado Springs, IKEA Centennial has since amended that to 30 percent off all items in the store up to $10,000 for victims of both devastating fires.

“On behalf of the IKEA Centennial family, we would like to offer our deepest sympathies to our neighbors,” stated Annie Boeckman, manager of local marketing, PR and community outreach. “To us, home is the most important place in the world and we hope for a quick renewal.”

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

“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.

These offers are available to those who show proof of their loss with an official voucher provided by the American Red Cross, and are valid June 29 through December 31, 2012.

IKEA Centennial also donated thousands of products to Larimer County on Tuesday, June 26 to aid the victims and firefighters of the High Park Fire. Products ranged from pillows and blankets to flashlights and potato chips totaling nearly $20,000.

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 340 IKEA stores in 40 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.

Contact: Annie Boeckman, 303.768.9064 ext. 1336 or 303.669.8716