



**Friendly Fires**  
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## FOR IMMEDIATE RELEASE

### Friendly Fires Completes Phase II of Showroom Renovations

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**PETERBOROUGH, ON – September 1<sup>st</sup> 2007** – Friendly Fires announced today that it has completed the second phase of its massive showroom renovation project. Originally scheduled for completion in the late fall of 2007, all the work has been completed two months ahead of schedule.

The latest renovation project has included significant upgrades to:

- BBQ accessories – including a new Smoking Section with a large selection of hickory, mesquite, apple, cherry, Jack Daniels and pecan woods;
- Fireplace accessories selection – including new safety screens for kids and toddlers;
- Customer washroom facilities;
- Outdoor pellet fuel storage facility;
- New wood-burning fireplace display; and
- 8 new gas / propane burning stoves with decorative stone display.



Continuous showroom improvements have always been an important part of the Friendly Fires – as it allows customers to visualize new products before they buy.



#### **About Friendly Fires**

Friendly Fires is the Kawartha's largest full-service specialty hearth retailer specializing in the sales and service of wood, gas, & pellet stoves, fireplaces, and BBQ's. For additional information, please visit [www.friendlyfires.ca](http://www.friendlyfires.ca).