



## **LITTLE FERRY HOSE COMPANY #1 SELECTED AS FINALIST IN THE FAMILY HANDYMAN AND IKEA® 2<sup>ND</sup> ANNUAL RESCUE REMODEL CONTEST**

***Grand Prize Winner to Receive an IKEA Kitchen Makeover Valued at \$25,000***

**Little Ferry, NJ** (February 15, 2013) – **Little Ferry Hose Company #1** in **New Jersey** has been selected as one of the top five finalists in [The Family Handyman Rescue Remodel Contest](#), sponsored by **IKEA**. The contest is currently in its second year of giving back to worthy groups across the country, such as firehouses, boys & girls clubs and soup kitchens.

**Little Ferry Hose Company #1** and its volunteer firefighters put the needs of their community first when Hurricane Sandy ravaged the area. The backbone of the company's response and rescue operation is its small, outdated kitchen in its more than 100-year-old firehouse. Operating 24 hours a day, the now congested, inefficient kitchen needs an uplift to continue to help the company and its community in times of need.

"The Family Handyman is always eager to lend a helping hand, especially to such deserving groups as these," said Russ Ellis, Vice President and Group Publisher, Home and Garden Group. "We pride ourselves on a project well done and share IKEA's passion for improving the lives of others. We are excited to be partnering with IKEA in the second year of the Rescue Remodel initiative, and look forward to helping more organizations in years to come."

Voting is open to the public from now until March 30 at [www.RescueRemodel.com](http://www.RescueRemodel.com). The organization with the most votes will receive a fully customized kitchen makeover valued at \$25,000, featuring smart, functional IKEA designs. The renovation will be carefully constructed to suit the needs of the deserving group and better equip them to serve their community.

"We have been so touched by the many heartwarming stories shared through the submissions; we want to commend everyone for their commitment to serving their communities every day," says Julie Foor, Rescue Remodel Project Leader, IKEA U.S. "As The Life Improvement Store, we believe in creating a better everyday life for the many people and we're excited to provide the winner a new IKEA kitchen that will be full of smart and innovative design to make their work in the community, a little bit easier."

A winner will be selected on April 12, and the completed kitchen will be unveiled in *The Family Handyman's* September issue and on its website, as well as on [www.RescueRemodel.com](http://www.RescueRemodel.com).

Consumers can vote once a day for the group they feel is most deserving of the renovation. Those who participate will be entered for a chance to win a \$100 IKEA gift card.

Entry is open only to legal residents of the U.S.—including its territories and possessions—age 18 or older. Finalists must be active community organizations and part of a not-for-profit group. For official rules and to cast a vote, visit [www.RescueRemodel.com](http://www.RescueRemodel.com).

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**About The Family Handyman:**

The Family Handyman is one of the most respected media brands in home improvement. The magazine celebrates the process and pride of a project well done, and gives consumers the how-to and solutions they need to create the home and lifestyle of their dreams. The brand offers accurate, fully tested content by a staff of experts and former pros. A crew of more than 1,100 reader-volunteer Field Editors contributes to every issue. The Family Handyman content is available in print; in books; online at FamilyHandyman.com and Haven Home Media; via digital download for iPad, Nook, and Zinio; and Facebook, Twitter and Pinterest.

**About Reader's Digest Association:**

Reader's Digest Association is a global media and direct marketing company that educates, entertains and connects more than 140 million consumers around the world with products and services from trusted brands. With offices in 40 countries, the company reaches customers in 76 countries, publishes 75 magazines, including 49 editions of Reader's Digest, the world's largest-circulation magazine, operates 62 branded websites and sells 30 million books, music and video products across the world each year. Further information about the company can be found at [www.rda.com](http://www.rda.com).

**About IKEA:**

IKEA strives to be 'The Life Improvement Store,' and since its 1943 founding in Sweden, has offered home furnishings of good design and function, at low prices so the majority of people can afford them. There are currently more than 330 IKEA stores in 40 countries/territories, including 38 in the U.S. IKEA, the world's leading home furnishings company, incorporates sustainable efforts into day-to-day business and supports initiatives that benefit children and the environment. For more information, go to IKEA-USA.com.