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Celebrate Midsummer!

Kay Builders of Lehigh Valley and the IKEA Conshohocken store host a free Swedish celebration on Saturday, June 20, 2009

ALLENTOWN, Pa. Friday, June 5, 2009 ... SKÅL! Celebrate summer and sunlight with friends, family and neighbors on one of the longest days of the year with a Scandinavian tradition. Paying homage to its Swedish roots, the IKEA Conshohocken store and Kay Builders are hosting a Midsummer Celebration on Saturday, June 20, 2009 from 11am to 1pm. Midsummer is a festivity of flowers, greenery, dances, singing and traditional foods. The free event will be held at the new Laurel Field Townhomes 262 Blue Sage Drive, Allentown, PA. All are welcome to join the festivities – no Swedish heritage needed!

Kay Builders recently collaborated with the IKEA Conshohocken store to furnish one of the Laurel Field townhomes, its newest development in the Lehigh Valley. The event will be hosted at one the model townhomes. “IKEA believes Home is the most important place in the world,” says Beth McMenamin, Business Development Manager for the IKEA Conshohocken store. She asks, “So what better place to create memories and to share our Swedish traditions than to host the celebration in the new Laurel Field homes?”

“In today’s market, townhomes are very popular with all ages of buyers,” said Rick Koze, president of Kay Builders. “We need to offer these customers something that differentiates us from other builders – and our partnership with IKEA helps us do just that. Our customers get to see affordable, stylish furniture, accessories and paint colors that match the unique style of our townhomes,” said Koze.

The Midsummer Celebration will be held at the Laurel Field Townhomes located at 262 Blue Sage Drive, Allentown, PA. Free refreshments, children’s activities and a traditional Maypole will be among the day’s festivities. With support from the Swedish Women’s Educational Association International, the event also includes traditional folk dresses and dancing. For more information about the event visit: www.ikea-usa.com/conshohocken or www.kaybuilders.com.

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