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## **Kay Builders and IKEA Conshohocken Host Swedish Summer Celebration**

*Lehigh Valley residents take part in Scandinavian tradition of fun and food.*

**ALLENTOWN, Pa.** Thursday, June 25, 2009 ... Residents of the Lehigh Valley joined Kay Builders of Allentown and the IKEA Conshohocken store to celebrate the beginning of summer Scandinavian-style with a Midsummer Celebration this past Saturday (June 20) at Kay Builders' new Laurel Field Townhomes in Upper Macungie Township.

The adults and children who attended the festive event were treated to an array of Swedish foods including meatballs, assorted cookies, Lingonberry juice and traditional cheeses. Fresh strawberries and vanilla ice cream was the featured dessert.

"It was great having neighbors and friends join us for a celebration of summer – Scandinavian style," said Rick Koze, president of Kay Builders. "It also gave us another opportunity to collaborate with IKEA for a fun event, and at the same time showcase our innovative yet affordable Laurel Field townhomes.

While the adults were touring the townhomes - designed by IKEA interior decorators, the children were busy getting their faces painted in an array of summer colors and making loud noises with their thunder sticks provided by the IKEA Conshohocken store.

In honor of Father's Day, Kay Builders and the IKEA Conshohocken store gave away 25 toolboxes, which included some basic tools a homeowner would need to make those small repairs. IKEA Conshohocken also presented the festival goers with meal coupons for its in-store restaurant, which features delicious sandwiches and cinnamon buns. Additionally, a lucky resident of Laurel Field received a copy of the IKEA America at Home book by award-winning photographers Rick Smolan and Jennifer Erwit. The book comprises many photos and stories capturing the many meaningful and extraordinary moments of Americans at home.

"At IKEA, home is the most important place in the world. What better place to celebrate and share our Scandinavian roots than at one of the Laurel Field homes?" Asked Beth McMenam, IKEA Business responsible for the IKEA Conshohocken store. "We were thrilled to be a part of this fun afternoon that paid homage to our Swedish roots!"

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**Photos on next page**



Shaun Moody digs into some fresh strawberries and ice cream after having his face painted at Kay Builders Mid-Summer celebration at Laurel Field.



Representatives from the Philadelphia chapter of the Swedish Women's Educational Association (Britt Apell, Carina Wester-Batt and Kristina Hofmann) were on hand at Laurel Field to share the history and traditions of the Swedish festival.

