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## **Kay Builders and IKEA help area residents “Get Set to Celebrate”**

*Area residents get design tips for a fun and engaging holiday*

**LEHIGH VALLEY, PA November 12, 2009 ...** Kay Builders of Allentown and IKEA Conshohocken recently teamed up to give area residents some tips on how to set a holiday table that will draw raves from all their guests – and make their homes an inviting place for the holidays. On Saturday, November 7, 11 a.m. – 12:30 p.m. the two companies hosted a “Get Set to Celebrate” event at one of Kay Builders’ model homes at the Laurel Field townhome community just off Tilghman Street in Upper Macungie Township – complete with decorating ideas, holiday cookies and GLOGG, a traditional Swedish drink.

“Kay Builders likes to offer its homeowners and friends something special that will help them enjoy their homes a little more – and partnering with IKEA Conshohocken just seems to be a natural fit,” said Rick Koze, president of Kay Builders. “All three events we’ve had so far with IKEA Conshohocken have been successful, and we look to do some more in the coming year,” said Koze.

Two expert designers from the IKEA Conshohocken store provided everyone with unique and creative ideas for decorating living and dining rooms, as well as the kitchen area. The IKEA designers showed how to convert any room in the home into a space to celebrate for the holidays with simple tips such as changing lighting, textiles or colors.

“At IKEA, we think that hosting for the holidays shouldn’t be a daunting task, said Beth McMenamin, Small Business Manager for IKEA Conshohocken. “It was a great collaboration and our designers were more than happy to share their expertise and inspiration with the Laurel Field community!”

Laurel Field, a 232-home community located on 43 acres in Upper Macungie Township, features townhomes with varied, original floor plans that can be customized to suit personal needs. Laurel Field is in the highly rated Parkland school district, close to shopping and local attractions and minutes from all major highways.

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