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For Immediate Release**Local Business Has Longtime Green Streak – Donating Trees to Promote Alternative Options**

Stoneham, MA, August 5, 2008– The kitchen remodeling franchise, Kitchen Tune-Up, is encouraging homeowners to do their part to reduce waste and conserve natural resources by reconditioning or refacing their cabinets instead of throwing them away. Originally begun in 1993, the “Plant a Tree” campaign had 25,000 seedlings planted in the Black Hills of South Dakota. According to the company, the reforestation effort embodies the spirit of the company and its founder, Dave Haglund; one of hope, renewal and perseverance.

Fifteen years later, and in its 20th year as a franchise system, Kitchen Tune-Up is celebrating by teaming up with the Arbor Day Foundation to promote their stance on resource sustainability. To bring attention to alternative remodeling options, with each “Tune-Up”, redooring or refacing service completed by its franchises through the remainder of 2008, Kitchen Tune-Up will donate a tree in the client’s name to be planted in a US National Forest. The Arbor Day Foundation notes that National Forests have areas in immediate need of reforestation due to wildfires, infestations and disease.

By conserving kitchen cabinets, renewing and reconditioning the wood or by replacing doors and drawer fronts instead of the entire box, local franchise owner Paul Demerjian says that consumers eliminate crowding of the country’s landfills. The Kitchen Tune-Up website explains that their Tune-Up service is a preservation-friendly process. The cabinets are left entirely, so no major waste is produced, yet they end up with a near-new appearance. In redooring or refacing, the main boxes are left in place while just the doors and drawer fronts are replaced so major waste is also avoided and resources are saved, but the cabinets can look completely different from what was there before. “In a Refacing service, a kitchen that has plain oak cabinets can now be cherry or maple, or even the European style 3D laminate materials, whatever the client wants.” says Demerjian.

Demerjian said they will be recognizing the homeowners with more than just the tree. “Each person who participates in this program will receive a personal greeting card from us and will have their name entered on our online gratitude page, located at kitchentuneup.com. We believe that people should be honored for their efforts and this is just a real small way that we can let them know we appreciate their business.”

For additional information on Kitchen Tune-Up or to request a free consultation, contact Paul Demerjian at paul@KTUstoneham.com.

About Kitchen Tune-Up – The #1 rated home improvement franchise, Kitchen Tune-Up specializes in kitchen remodeling. They offer their signature “Tune-Up” wood reconditioning service, cabinet refacing and redooring, custom cabinetry, countertops, and custom closet systems. Franchises are available nationwide and in Canada. Learn more at kitchentuneup.com.

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