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FOR IMMEDIATE RELEASE:

KNOW A FAMILY IN NEED

UP TO 100 NEW FURNACES TO BE GIVEN AWAY IN MINNESOTA

[Duluth, MN, August 8, 2013] – If you know someone who could use a helping hand keeping their home warm, Carlson Duluth Company wants to hear from you. For the second year in a row, they are participating in the Heat U.P. Minnesota program, a project of the Minnesota Lennox Dealers as a way to give back to their communities. “We’re local and we care about this community and the people who live here,” noted President of Carlson Duluth Company. “We’re looking for a family who could use a helping hand in a tough economy and we’re calling on our community members to help us.”

To nominate a family, either go on line to www.heatupminnesota.org or stop in at and pick up a form. Simply explain why this family should have a new furnace and submit it before September 10. The selection will be made by the end of September 2013, with installation on October 5. This project is supported by Lennox Industries who will donate 100 furnaces, Carlson Duluth Company, who will supply the equipment needed to install the furnace and their employees who are donating their time and labor. This is a completely free installation.

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