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For Immediate Release

NEW Father's Day Gift Idea for the Outdoor Dad

The Perfect CampfireGrill™ Announces New Father's Day Gift Packs – Including the Steaks!

Grand Rapids, MI. May 15, 2008 -- Are you looking for the perfect **Father's Day** gift for an outdoor kind of Dad? **NEW Father's Day Gift Packs** from **The Perfect CampfireGrill™** include everything to give Dad the perfect campfire grilling experience - even the steaks!

The Perfect CampfireGrill is launching two new **Father's Day Gift Packs** complete with everything Dad needs to prepare juicy steaks or burgers. Each **Gift Pack** features an over-the-campfire grill from **The Perfect CampfireGrill**, a growing line of high-quality, steel-constructed grills featuring a unique one-inch raised edge that keeps food from falling into the fire, along with a discount coupon for steaks, burgers or other grilling meats.

Shoppers can choose from **The Pioneer Gift Pack** for dads who want to elevate their campfire grilling cuisine and **The Rebel Gift Pack** for adventure-seeking dads who want to take their charcoal grilling off the beaten path.

The Pioneer Gift Pack features the versatile **The Perfect CampfireGrill / Pioneer** grill with a roomy 18-inch round grilling surface great for large families and groups. **The Rebel Gift Pack** features **The Perfect CampfireGrill / Rebel** that travels where other grills never dare! This compact grill fits easily into saddlebags and comes with its own charcoal pan making it perfect for off-road adventure. Each Gift Pack includes: easy to clean vinyl tote, three natural Cedar grilling planks, men's waist apron with handy pockets for grilling tools, food smoker bag, sport cap, \$10 discount coupon w/catalog for steaks or other meats and a customized Father's Day gift card. The **Pioneer** also includes a hot pad and barbecue mitt.

Gift Packs cost \$75 plus shipping and are available exclusively at www.campfiregrill.com. Shipping is anywhere in the continental United States regular ground within 48 hours.

The Perfect CampfireGrill over-the-campfire grills can also be bought separately and are available in the **Grand Rapids area** at **MC Sports Stores, Dunham's Sports Sports and camper/RV dealers.**

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The Perfect CampfireGrill products are produced by **CampfireGrill LLC** and designed by company president **Jeffrey Walker**, a Michigan outdoor enthusiast, camper, entrepreneur and father of two boys. All grills are made of heavy-gauge steel and enable a large grilling surface to be safely suspended over an open fire pit. The grills are rapidly becoming popular among tent and RV campers and boaters, as well as for beach parties and picnics.

Walker first created the grills for his baseball team so they would be able to grill steaks on their camping trips. So what is **Walker's** favorite food to grill on **The Perfect CampfireGrill**? It's definitely big, thick burgers – with a twist. His favorite burger topping? Peanut butter.

For information, email Walker at jeffwalker@campfiregrill.com or call 248-627-1172.

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EDITOR'S NOTE: For an electronic version of this news release and photos, go to www.campfiregrill.com and click on Media Info.