



For Immediate Release

Contacts

For BOW:

Peggy Farrell, Director, Int'l BOW
715-346-4681 or toll-free 877-269-6626
pfarrell@uwsp.edu

For The Perfect CampfireGrill™:

Linda Wasche/LW Marketworks, Inc.
248-253-0300/248-321-0577 (cell)
lindaw@lwmarketworks.com

University of Wisconsin *Becoming an Outdoors-Woman* program Teams with The Perfect CampfireGrill™; to Raise Money for Women's Outdoor Education

Stevens Point, Wisc., March 25, 2008 – The University of Wisconsin *Becoming an Outdoors-Woman* (BOW) program has announced it will team up with **The Perfect CampfireGrill™**, manufacturers of high-quality over the campfire and charcoal grills, to raise funds for the program.

BOW, part of the **College of Natural Resources at University of Wisconsin-Stevens Point**, is an award-winning, non-profit program that provides hands-on outdoor skills workshops to women of all ages in a variety of activities including fishing and hunting, camping and canoeing, survival, outdoor cooking and more. Founded in 1991 in Wisconsin, **BOW** has expanded to 42 states, 5 provinces and New Zealand.

The Perfect CampfireGrill™, based in Ortonville, Michigan, designs and manufactures a growing line of innovative, steel-constructed grills for over the open campfire. Founded in 2005, **The Perfect CampfireGrill™** is committed to enhancing the outdoor grilling experience through its unique products and by reaching out to groups like **BOW**.

In the joint fundraising effort, **The Perfect CampfireGrill™** will contribute to **BOW** 10 percent of every sale that originates from the **BOW** website at www.uwsp.edu/cnr/bow. Visitors to the site will see a special link to **The Perfect Campfire Grill™** website at www.campfiregrill.com. They simply click on this to go to **The Perfect CampfireGrill™** online camp store.

Outdoor enthusiasts can choose from any **The Perfect CampfireGrill™** products all featuring the company's patented one-inch raised edge to keep food from falling into the fire. Other features include a grill stake enabling the grills to turn 360 degrees for easy food basting and removal and a grill surface that can be easily adjusted to any height for temperature control. Grill sizes range from a large 20 by 25-inches to the company's new *Rebel*, which, at 10 by 12 inches, fits easily into bicycle and motorcycle saddlebags.

"BOW is all about removing barriers to fun in the outdoors. Many women have told us that cooking over a fire can be intimidating, and that campsite grills often aren't very clean," said **Peggy Farrell, International and Wisconsin BOW Director**. "**The Perfect CampfireGrill™** is the answer to making campfire cooking fun and accessible. **BOW** and **The Perfect CampfireGrill** go together like summertime and bratwurst."

Jeff Walker, president of **CampfireGrill LLC** which owns **The Perfect CampfireGrill™** brand will also teach an outdoor grilling workshop for Wisconsin **BOW** in August 2008. **Walker**, an avid camper, outdoorsman and outdoor cook, originally created the grills for his baseball team so they could grill steaks on their camping trips. **Walker** spent years perfecting **The Perfect CampfireGrill™** products before launching them in fall 2005.

Becoming an Outdoors-Woman
Teams with The Perfect CampfireGrill™ - 2

“We are delighted to be working with **BOW** and share in their commitment to helping women find greater appreciation of the outdoors,” **Walker** said. “Today’s outdoor enthusiasts and campers want to know how to bring out the true flavor of game, fish, meats and a wider variety of foods. The mission of **The Perfect CampfireGrill™** is to enhance the outdoor grilling experience in ways that were not possible with old-style grills.”

Campfire grilling is one of many **BOW** workshops and events to be featured throughout 2008. Workshops, generally held outdoors at camps or resorts, are noncompetitive and designed for all skill levels. For information and registration, go to www.uwsp.edu/cnr/bow/ or call 877-BOWOMAN (877-269-6626).

BOW is funded through a variety of cooperative efforts with individuals, conservation groups and businesses. Contact Peggy Farrell at 715/346-4681 for more information.

###