



For Immediate Release

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The Perfect CampfireGrill™ Expands Distribution to Grand Rapids

High quality grills capturing growing market of campers, RVers

Grand Rapids, MI., May 27, 2008 – Grand Rapids area campers and RVers can now cook their campfire meals on **The Perfect CampfireGrill™**, a growing line of high quality over-the-campfire grills that are now available for the first time at local camper and recreational vehicle dealers.

The Perfect CampfireGrill™ high-gauge steel construction campfire grills and grilling accessories are rapidly becoming the cooking choice of outdoor enthusiasts. Through a new national distribution program, **The Perfect CampfireGrill™** products can be purchased or ordered from all Grand Rapids area camper and RV showrooms and dealers. Previously, the company's products were available at MC Sports., Dunham's Sports or at www.campfiregrill.com.

According to *Camping Life* magazine, more than 68 million Americans go camping each year. Open campfire grilling is a huge part of the outdoor ritual with campers looking for ways to prepare more sophisticated fare that goes far beyond the traditional hamburgers and hotdogs.

“**The Perfect CampfireGrill™** puts the ‘Oh’ in outdoor cookery,” says **Rick Black**, outdoor chef and author of *Rick Black's Wild Game Chilies, Soups & Stew* and many other cookbooks. “Easy to set up and use, I highly recommend **The Perfect CampfireGrill™** as a great tool with all my cookbooks.”

All of **The Perfect CampfireGrill™** models provide a roomy grilling surface with a unique one-inch raised edge that prevents foods from falling into the fire. Most models are attached to a steel post that goes into the ground enabling the grill to turn 360 degrees for easy and safe food removal. Sizes range from the **Original** model at 20 by 25 inches to the smaller **Rebel** model which, at 10 by 12 inches, fits easily into a motorcycle saddle bag and includes a handy charcoal pan for use where ground fires may be prohibited. Another model, the **Explorer**, features folding legs for use on the beach or in rocky terrain. The 18-inch circular design of the **Pioneer** model makes it large enough for families, but convenient to tuck into smaller campers and vehicles.

The Perfect CampfireGrill™ Expands - 2

“**The Perfect CampfireGrill™** has created products that have high appeal among our recreational vehicle buyers,” said **Wayne Micallef, parts director of General RV Center**, one of the largest volume RV dealers in the United States. “The quality and functionality of **The Perfect CampfireGrill™** make it a natural for anyone who is looking for an easy way to prepare great food as part of their camping experience.”

The heavy-gauge steel construction of all **The Perfect CampfireGrill™** models makes clean up easy with a steel grill brush. For more thorough cleaning, the grills can be submerged in soap and water.

Each of **The Perfect CampfireGrill™** models was designed by **Jeff Walker**, an avid camper, outdoorsman and outdoor cook. **Walker** created the grills for his baseball team so they could grill steaks on their camping trips. He used his skills as a manufacturing tool and die maker to create a finely-engineered product to meet his own tough criteria. **Walker** spent years perfecting **The Perfect CampfireGrill™** before launching the product in fall 2005. The company is based in Ortonville, Michigan.

For more information on **The Perfect CampfireGrill™** products, contact your local camper and RV dealer or go to www.campfiregrill.com.

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