



Contact:

Marlaina Quintana, Cramer-Krasselt, 414-227-1512, mquintana@c-k.com

Maureen Falkner, Cramer-Krasselt, 414-227-3457, mfalkner@c-k.com

Study Reveals Fifteen Percent of Americans Are Afraid to Entertain Outdoors

TIKI® Brand and HGTV Design Star fan favorite Kellie Clements partner to reveal the Seven Secrets to Effortless Outdoor Entertaining

MENOMONEE FALLS, Wis. (June 2, 2014) – A recent study done on outdoor entertaining discovered that although nine out of 10 Americans have an outdoor area, 15 percent are afraid to entertain outdoors because of bugs and lack of space. TIKI® Brand is excited to put these fears to rest and encourages people across America to dust off their patio furniture and invite the neighbors over for a backyard bash.

“One of the most important tips for outdoor entertaining is creating an amazing ambience, and you want to do this with your lighting,” said Kellie Clements, interior designer and *HGTV Design Star* fan favorite. “Select torches that serve a dual purpose and are functional, as well as set the mood.”

A lot of traditional lighting attracts bugs and almost 60 percent of Americans are concerned about entertaining outdoors because they fear too many bugs.

“I opt to use TIKI Brand Torches because they’re stylish and the flame helps keep the bugs away, making guests more comfortable,” Clements said.

Bugs are not the only reason party hosts are intimidated to bring their get-togethers alfresco. Forty-three percent Americans who choose not to entertain outdoors say it is because they are concerned their outdoor area isn’t big enough for entertaining.

“Make sure the items you select for your patio serve multiple purposes,” Clements said. “Garden stools are a perfect example because they can be used as a place to rest a plate and also as additional seating for guests. You can even place a TIKI Brand Glowing Table Torch on them for added ambience.”

Find all of TIKI Brand’s seven secrets to entraining here: <http://blog.tikibrand.com/>

About TIKI® Brand

TIKI® Brand is a brand extension of Lamplight Farms Incorporated, headquartered in Menomonee Falls, Wis. The TIKI® Brand features a full line of decorative torches and torch fuels, including some with proven mosquito repellency that enhance the consumer’s backyard, making it the best room of the house. TIKI® Brand is the leader in outdoor torches and torch fuel, and is sold at major retailers nationwide. OFF!® is a registered trademark of S.C. Johnson & Son, Inc. used under license. For more information, visit <http://tikibrand.com/>