

Shoreview, Minnesota Hearth Makeover



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for our kids to play"***

- Anne Rodenberg

Overview of remodel

With twins on the way and space at a premium, Anne and Jeff Rodenberg decided it was time to expand their living space by remodeling their basement to gain an additional 500 square feet. Since the only heat source in the basement was an unattractive, non-dimensional wood fireplace that was not up to code and would not function to heat the space, the Rodenbergs took a chance on the Fireside Hearth & Home Fireplace Facelift Contest. With nothing to lose and everything to gain, they submitted photos of their outdated fireplace, along with 200 other homeowners in the Twin Cities area. And, the Rodenbergs won!

Timeframe

As the lucky winners, the Rodenbergs received an expert fireplace redesign from Roseville Fireside Hearth & Home, their local hearth retailer. Once designed, the work began and, from start to finish, the hearth makeover lasted one month from March through April 2007.

Product Description

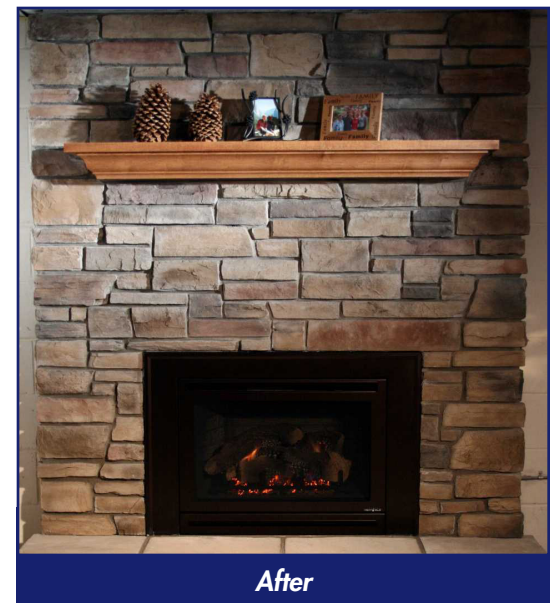
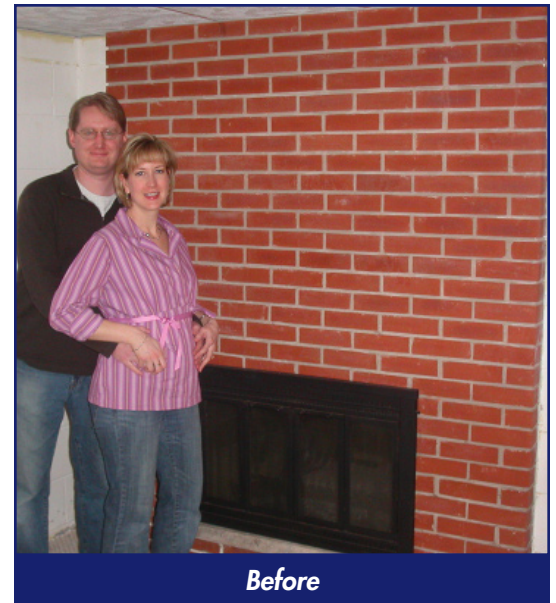
Experts from Roseville Fireside Hearth & Home decided to update the fireplace by building an entire hearth, inserting a Heat & Glo Gas Insert, and using Cultured Stone Facing. The Rodenbergs now have space on their wood mantle to show family photos and additional space for their family to grow.

Estimated Cost of the Remodel

Thanks to the contest, the Rodenbergs received a \$5,000 hearth makeover.

Comments about the experience

"Fireside Hearth & Home's experts gave us a beautiful-looking fireplace, but more importantly, they provided my family with 500 more heated square feet to decorate and a place for our kids to play," comments Anne Rodenberg.



*Retailer information: Roseville Fireside Hearth & home, Shoreview, Minnesota
Fireside Hearth & Home, Travis Dundore of Wax Marketing, Inc., (952) 239-0898, travis@waxmarketing.com
Or for a retailer near you, visit HPBA's retailer search at www.hpba.org.*