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Ignite Passion with Your Hearth This Valentine's Day
*Americans Plan to Add Romantic Ambiance Using Their Fireplace or Stove, New
Poll Shows*

ARLINGTON, Va. (February 8, 2007) – As Americans make preparations for one of the most amorous holidays of the year, a number plan to use their fireplace for a special evening. Of those planning to use their hearth product on February 14 (approximately 30 million Americans), 51 percent will dine by its warming, romantic glow, according to a recent poll by the Hearth, Patio & Barbecue Association.

A fireplace can help create the perfect mood and lighting for your Valentine's Day plans. Of those surveyed that are planning to use a fireplace this holiday, 23 percent of men are planning on using a hearth as part of their plans compared to only eight percent of women.

The following are some of the ways that Americans plan to enjoy the warmth on Valentine's Day while creating some sparks of their own:

- 51% Eating Dinner
- 27% Watching a Movie or Television
- 19% Intimate Activities
- 13% Opening Presents
- 12% Listening to Music
- 12% Drinking Alcoholic Beverages

Half of U.S. households (55 million) have at least one fireplace or freestanding stove. If you don't have a fireplace, but want to add the warm glow, go to www.hpba.org/fireplace to help recreate the glow in your own home.

About Hearth, Patio & Barbecue Association (HPBA)

The Hearth, Patio & Barbecue Association based in Arlington, VA, is the North American industry association for manufacturers, retailers, distributors, representatives, service firms and allied associates for all types of hearth, barbecue and patio appliances, fuels and accessories. The association provides professional member services and industry support in education, statistics, government relations, marketing, advertising and consumer education. There are more than 2,700 members in the HPBA.

**Poll conducted by MWR Strategies in January 2007 (N = 1000 interviews w/registered voters, Margin of error = $\pm 3.1\%$)*

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