

Yale Appliance Brings New Year's Resolutions to Life – Boston Appliance and Lighting Retailer to Assist with Customers' 2011 Renovation Plans

BOSTON, Mass., Jan. 6 (SEND2PRESS NEWSWIRE) – The beginning of every new year is a chance for many to resolve to improve their lives. Most decide to get healthier or start a new career, goals they must accomplish by themselves. For those looking to upgrade their homes with a new appliance or [lighting fixture](#) in 2011, however, support is a click away: Yale Appliance and Lighting is helping their Facebook fans with their home-renovation resolutions.

Starting January 11, the Boston home appliance and lighting store will be accepting video submissions on their Facebook fan page (www.facebook.com/YaleApplianceLighting) from people looking to upgrade their kitchens, fixtures, lighting or household appliances in the new year. Contestants whose new year's resolutions include home improvements can upload short testimonials to Yale's Facebook Wall explaining what they hope to repair or improve in 2011. In response, owner Steve Sheinkopf will make suggestions on [Yale's blog](#) about the best methods and products to effectively tackle their renovation projects.

Video submissions will be accepted until February 13. After the deadline, Sheinkopf will pick one home improvement that Yale will help make a reality.

"It's great to be in a position to use our appliances, lighting products and expertise to help someone realize their home-renovation goals in the new year," said Sheinkopf. "Some people want to lose 10 pounds, while others really want a new [Bosch dishwasher](#). We can't really help you trim down, but we can give you advice about the best lighting fixture for your bedroom or supply that new washer or dryer you've had your eye on."

The past year was filled Yale Appliance contests and giveaways, including the Best Kitchen Contest, Worst Kitchen Contest and 8 Days of Giving promotion, which gave away \$1,800 worth of gift cards via Facebook to customers who answered trivia questions. Yale will also be offering \$100 gift certificates for only \$50 on Groupon through January 7 to help its customers ring in 2011.

"We've always loved to interact with our customers, whether it's hearing their renovation stories or advising them on the best new models or technologies available for their unique needs," said Sheinkopf. "Now, through social media sites like Facebook and regular updates to our blog, we can ensure that our customers throughout New England are aware of the great deals and expertise we offer. Plus, our new Groupon offer gives Greater Boston appliance and lighting buyers a chance for big savings on anything in our store, including microwaves, refrigerators, ovens and more."

He added, "We expect our showroom to be filled with many different home improvement resolutions for 2011, but our new year's resolution is always the same: To ensure that every one of our customers gets what they want at a reasonable price, with the best service found anywhere."

About Yale Appliance and Lighting:

For more than 85 years, Yale Appliance and Lighting has provided Massachusetts and New England with top-quality home appliances, lighting and plumbing fixtures. A 2010 "Best of Boston" selection by Boston magazine, Yale delivers exceptional customer service and support from its sales staff and expert team of installation and service technicians. Check out the latest in home appliances and lighting at the Yale showroom at 296 Freeport Street in Dorchester, MA, browse their online catalog at www.yaleappliance.com, read their blog at <http://yaleappliance.blogspot.com>, become a fan on Facebook or call them with any sales or service questions at 866-851-9193.

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