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FOR IMMEDIATE RELEASE

Big Chill Retro Fridge Now Available Through Rejuvenation, Online and In Store ***Big Chill Refrigerators Merge Midcentury Charm with Modern Features***

Boulder, CO, May 7, 2015 – Big Chill, best known for stylish appliances, unique design and bold colors, is offering its iconic Retro Fridge for the first time through [Rejuvenation®](#), the classic American lighting and house parts general store, via the retailer’s catalog; at retail stores in Portland, OR and Los Angeles, CA; and through the company’s website, www.rejuvenation.com.

Appliances are a brand new category to Rejuvenation’s offering of beautiful and unique home improvement products. Rejuvenation’s high-quality products are inspired by history, designed for modern consumers and made to last, which makes the selection of the distinctive Big Chill Retro Fridge the perfect complement to the retailer’s portfolio.

“The Big Chill Retro Fridge is a great combination of modern and classic, a nostalgic collection of sunny hues and ‘50s inspired finishes,” says Alex Bellos, Vice President/General Manager, Rejuvenation. “It fits perfectly with the Rejuvenation blend of vintage and modern, yet with a timeless quality made to last for years to come.”

Big Chill makes use of bright colors and a striking profile to create a stunning design statement. The Big Chill Retro Fridge features a stamped metal body; authentic chrome trim and pivoting handle evoke retro, creating an Eisenhower-era vintage design. Energy star efficient, the temperature management system and automatic moisture control bring the best of what’s on the market today without having to sacrifice design.



The Big Chill retro line at [Rejuvenation](#) comes in eight stunning colors – Beach Blue, Jadite Green, Buttercup Yellow, Cherry Red, Pink Lemonade, Orange, White and Black. Assembled in Boulder, CO, these retro fridges are representative of authentic Americana, and fits in perfectly with Rejuvenation’s focus on classic American design and craftsmanship.

[Big Chill](#) was founded in 2001 in Boulder, Colorado by Kansas native Orion Creamer and his uncle Thom Vernon. It grew out of a vision to take an outdated gem from the 50’s and bring it back to life, dreaming up a design-conscious retro kitchen that had modern functionality and vintage personality. Big Chill was conceived as an alternative to conventional appliance design, according to Creamer. “We simply wanted to steer clear of the dreaded ‘white box’ fridges that were the norm in kitchens,” he says. The inspiration that founded Big Chill continues to drive the company forward. Creamer is always working on new products with classic design and vibrant color. “In the end,” says Creamer, “whether you prefer midcentury charm or modern sophistication, thanks to Big Chill, homeowners everywhere can have beautiful and unique choices.”

For information on Big Chill for Rejuvenation or to purchase the fridge online, please visit <http://www.rejuvenation.com/catalog/categories/new/new-appliances>. For general information on Big Chill visit www.bigchill.com.

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About Rejuvenation

Founded in Portland, Ore., in 1977, Rejuvenation serves as a general store of functional and beautiful goods for home improvement projects that add real value to homes, buildings and projects. From classic American-crafted lighting and timeless hardware to useful house parts and home goods, Rejuvenation’s high-quality products are inspired by history, designed for modern consumers and made to last. Throughout its history, Rejuvenation has provided home improvement resources, products, and education to home and business owners who restore and rejuvenate their homes and communities. A member of the Williams-Sonoma Inc. family of brands, Rejuvenation sells its products by catalog; at retail stores in Portland, Seattle, Los Angeles and Berkeley, Calif.; and via the company’s website, www.rejuvenation.com.

About Big Chill

Big Chill was founded by Orion Creamer and his uncle Thom Vernon in 2001 and made a splash with its brightly colored, retro-styled fridges with modern amenities. Since then the Boulder, Colorado-based company has expanded its product offering to include refrigerators, fridges, dishwashers, microwaves, stoves, hoods and wall ovens, available in more than 200 colors, as well as custom colors. In addition to retro, mid-century-styled appliances, Big Chill also manufactures contemporary-styled Pro appliances that blend modern design, bold colors and serious performance. Big Chill appliances can be purchased directly online. Visit www.bigchill.com to learn more.