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**FOR IMMEDIATE RELEASE**

**BIG CHILL INTRODUCES THE NEXT DORM ESSENTIAL: MICROWAVES & RETRO FRIDGES  
IN SCHOOL COLORS**

*Sleek microwaves brighten up dull dorm rooms and make cooking during study breaks a breeze; cool fridges keep things chill*

BOULDER, CO., August 24 — Big Chill, maker of the iconic [Retro Fridge](#), challenges students to go back to school in style with a new appliance that will up the cool factor and bring the heat to the dorm room.



Available in Original and Studio size versions, the Big Chill Retro line features mid-century styling and vibrant colors for a stand-out look in dorm appliances. Either size would be a great addition to a Fraternity, Sorority or team house.

The Big Chill Original keeps food cold and any kitchen looking cool. The compact, Studio Retro Fridge might be small in size, but it is large on features and capability. It is made from a stamped metal body with a pivoting handle and has authentic chrome trim. It measures 14.4 cubic feet and comes with a temperature management system, optional interior ice maker and an automatic moisture control system. With a stamped metal door, Big Chill's diminutive undercounter fridge, with a distinct Retro style, also would make a perfect addition to a dorm room.

Big Chill's microwave will even make heating Ramen noodles look good. With 1200 Watts of power in a stainless steel body, the retro inspired microwave also has a control lock, non-sensor re-heat, cook and defrost cycles and can be ordered with or without legs.



Whether you need a compact refrigerator for home, office or dorm or graduate school housing, Big Chill's [Retro Fridges](#) and microwaves are the most stylish options available in the market. Available in eight fun colors—Beach Blue, Red, White, Buttercup Yellow, Orange, Jadite Green, Pink Lemonade and Black — students also have the option to select their very own color from more than 200 options, which makes showing school spirit a little easier and a bit more obvious.

For more information visit [www.bigchill.com](http://www.bigchill.com).

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**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](http://www.bigchill.com) to learn more.

