

# Floor Covering Media

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## **Mirage makes generous donation of \$8,000 hardwood floor to Hampton Designer Showhouse**

Hampton Designer Showhouse

**Saint-Georges, Quebec, June 27, 2012** – Mirage, the hardwood flooring brand renowned for quality, is very proud to team up with Traditional Home Magazine for the prestigious 2011 Hampton Designer Showhouse.

The \$6.45 million house was built and decorated by 30 well-known designers to raise money for Southampton Hospital in the State of New York.

A partner of note, Mirage donated a floor valued at \$8,000, including installation, which was carried out by Fred Stumpf, owner of The Floor Store, a Mirage dealer located in Farmingdale, NY. Made of Handcrafted Oak from our Sweet Memories series with a Château finish, the floor stands out for its rustic beige tones. Château is a unique stain that brings out the pronounced color variations, knots, cracks, and other natural characteristics of the wood, accentuating the product's authentic look.

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The floor was carefully selected by Aurélien Gallet, the designer assigned to the game room located in the home's basement. The authenticity of Mirage's Sweet Memories series and the quality of the flooring made it the natural choice for the look the designer wanted to convey in this room dedicated to family fun. "The beauty of the wood floor in the Game Room added a depth of texture to the room. Providing warmth and interest, the Mirage floor transformed the space, distinguishing it from the neighboring space at the Showhouse", says Tony Manning, Showhouse Producer.

An estimated 6,000 people visited the house in the six weeks the Hampton Designer Showhouse was open. The house itself, located at 1224 Scuttle Hole Road, Bridgehampton, NY, has been up for sale since last September. This is the sixth showhouse to benefit the Southampton Hospital Foundation.

## About Mirage

Mirage prefinished hardwood floors are synonymous with superior quality, beauty, and durability and guarantee product consistency, added value, and lifelong good looks. Mirage epitomizes attention to detail and the desire to create a product in perfect harmony with its environment. For nearly 30 years, Mirage has been committed to operating in an environmentally responsible manner in order to ensure sustainable development for current and future generations.

For more information on our products, contact

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