



MEDIA RELEASE

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Sears Carpet, Upholstery and Air Duct Cleaning gets fresh new look

Local business rebrands in light of store closures

(Vancouver Island, BC) After 25 years of business, **Sears Carpet, Upholstery and Air Duct Cleaning** has undergone a rebrand and will be changing its name to **Fresh Look Carpet, Upholstery and Air Duct Cleaning**.

“The name change and logo rebrand accurately reflects who we’ve become as a business, said Cindy Steuart, Owner for Fresh Look Carpet, Upholstery and Air Duct Cleaning. “Although we were a Sears affiliate for the last 25 years, we still operated as a standalone business. We are excited to have the opportunity to finally communicate this clearly to all our current and future customers.”

The name change is a result of an extensive rebranding effort designed to reflect the success and transformation of the company, in addition to recent Sears Canada store closures. Local marketing communications company, 50th Parallel Public Relations was hired to develop the rebrand campaign and will also provide ongoing branding and social media support to align Fresh Look Carpet, Upholstery and Air Duct Cleaning with their goals for future success.

The new company name is part of our company’s evolution. It will continue to offer the same great service and customer service its delivered its customers since 1992, but with a fresh, new look.

For a full list of the premier services Fresh Look Carpet, Upholstery and Air Duct Cleaning provides, please visit www.freshlookinhomecleaning.ca.

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About Fresh Look Carpet, Upholstery and Air Duct Cleaning

Fresh Look Carpet, Upholstery and Air Duct Cleaning is committed to providing exemplary service, quality workmanship and dedicated clean to all its customers on Central, West and North Vancouver Island. Operating since 1992 and formally known as Sears Carpet, Upholstery and Air Duct Cleaning, Fresh Look is locally owned and operated with a reputation for trusted service, each and every time.

For more information, please contact:

Cindy Steuart, Owner

Fresh Look Carpet, Upholstery and Air Duct Cleaning

**P: Comox Valley: 250.338.6550, North Island/Campbell River: 250.923.2955,
Parksville/Qualicum: 250.248.6561, Port Alberni/Ucluelet/Tofino: 250.724.0002**

E: inhomecleaning@shaw.ca