

BR-111™ BR-111 makes Guest Appearance on “Live with Regis and Kelly”

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What do celebrities John Goodman, Ashton Kutcher and Liam Neeson have in common with BR-111™ Exotic Hardwood Flooring? They'll all appear this week on the popular daytime television talk show “Live with Regis and Kelly.”

On Friday, May 9, the show will feature a kitchen makeover as part of its annual “Mom’s Dream Come True” special to celebrate Mother’s Day. The new flooring

in the remodeled kitchen will be luxurious Chianti Cherry from the BR-111™ Antiquity™ Hand-scraped line. Hand rubbed to provide an exquisite low-luster surface, Chianti Cherry features varied grain patterns and reddish brown hues, and it matures to a beautiful rich mosaic. The remodeled kitchen on the show, located in Hammonton, N.J., required 504 square feet of flooring.

In exchange for the product, the BR-111™ brand will be mentioned on both the talk show and on the show’s web site. “Live with Regis and Kelly” is syndicated, so it airs at different times on various networks across the country. In most markets, the show airs at 9:00 a.m., capturing a prime consumer audience enjoying their morning coffee.

In the moving and inspirational show that will air May 9, hosts Regis Philbin and Kelly Ripa fulfill the dreams of extraordinary people who have gone above and beyond for their families and/or their communities. BR-111™ Flooring is honored to partner with “Live with Regis and Kelly” to celebrate these outstanding individuals.

