Freedom Joins The Block 2010

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Sydney, 22 September 2010: Freedom has partnered with Channel Nine for the return of one of Australias landmark series, The Block. Room by room, the versatility of Freedoms extensive range will be showcased weekly.

Partnering with The Block 2010 is testament to Freedoms dedication to quality, style and value. Were thrilled to be part of this highly successful reality-renovation competition. Where better to re-invent your interiors than at Freedom? said Tim Schaafsma, Director of Operations, Freedom.

Each of the four couples have been given $20,000 to spend at Freedom to help them realise their decorating vision.

Freedom also supplied home starter kits for each of the teams at the beginning of the competition stylish basics to help make things live-able amidst the mess and dust of renovations. Kits included mattresses, bed linen and dinnerware together with pots and pans.

Freedom, together with The Block 2010, is set to inspire would-be decorators and renovators with fresh and innovative ideas. The buying public will be the judges, so weve given the contestants a head start on styling, with free reign in our stores, added Mr Schaafsma.

Youll be able to click over each week to www.freedom.com.au where you can check out whats happening on The Block 2010 and how to get the look. Or you can step into your local Freedom store and glean style tips on how to make your house the best on The Block.

Set in Vaucluse, Sydney and racing against the clock in a bid to out-design and out-decorate one another, four couples have just eight weeks to tackle their potentially toughest and most-rewarding challenge in their lives.

Make your house the best on The Block.

www.freedom.com.au

The Block 2010: Wednesday, September 22 at 7.30pm on Channel Nine

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