



For Further Information contact:
Megan Gardner/Shady Lady
P: 1.800.343.1954 ext. 102
F: 262.377.7190
mgardner@shadyladylighting.com

For Immediate Release
September 2009

Why You Can't Afford to Forget About the Outdoor Room

Grafton, WI – Now, more than ever, people everywhere are realizing how much of a benefit an outdoor living area is with the increasing trend of “staycations”. According to the recent Telescope National Shopper Survey, almost one-third of consumers are staying home during summer vacation time and 59% are cutting back on vacations all together. On top of that, consumer buying trends show a growth in outdoor patio products, including outdoor furniture, fire pits/outdoor fireplaces, outdoor lighting, water fountain/décor items and outdoor kitchen products, with 40% of outdoor entertainers planning on purchasing additional items for their outdoor area within the next 12 months.

These outdoor areas extend consumers livable space within their home by providing a place to get away from their usual routine and the other rooms in their house that they may be stuck in during the non-summer months of the year. It also gives them a chance to entertain more people than might be comfortable in their home since many outdoor areas are larger than interiors of the home. The amount of time able to be spent in their outdoor space can be increased well into the night when paired with proper lighting.

This is where choosing the appropriate type of lighting comes into play. Sticking up a spot light or big overhead light may work for some people, but why would you want to compromise the ambiance you worked so hard on to create in your outdoor area by skimping on lighting that provides the same get away feeling? There are many options out there that allow you to have both style and functionality for lighting outdoor areas, whether it is a light to accent a certain feature of your outdoor room or a chandelier to clearly light a main seating area. Make sure you spend time choosing the lighting that will best suit your outdoor needs and find something that compliments the mood you have created in your outdoor space.