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Rainbow International® of Charlottesville Grand Opening Set for January 22, 2009

New local business owner Troy Boor and his wife Evelyn see their job as more than just structural cleaning and restoration – they also enjoy dealing with the diverse customer base they serve every day.

Boor is the owner of *Rainbow International Restoration and Cleaning* of Charlottesville.

“That’s one of the great aspects of my job,” said Troy. “Every day brings new faces and challenges. One day we can help a family suffering from water or fire damage get back into their home sooner by using the latest in restoration technology. The next we can clean the carpets after a toddler’s birthday party punchbowl disaster. So many different kinds of wonderful people make up our area that each day is different.”

“We are proud to say we answer all calls with a live voice, so you can always count on us for fast, friendly service and not a machine recording with endless number-punching options to follow,” Evelyn added.

The Boors joined the *Rainbow International* family in October 2008 and will host a grand opening Thursday, January 22, 2009 at their local office (92-A Industrial Way in Troy, Virginia). The event runs 11 AM – 1 PM and will feature refreshments, door prizes and appearances by representatives from local chamber of commerce and government offices.

“The *Rainbow International* concept of courteous and professional service drives us,” added Troy. “I believe the key to business success lies in more than just doing a job for the customer. I think building relationships with my customers, in addition to providing top-notch service, is the secret to success. I also believe this philosophy flows over into and enhances my personal life as I treat others as I would like to be treated.”

“Troy and Evelyn and *Rainbow International* are a terrific addition of world-class front line service for area residents,” said *Rainbow International* president David Bethea. “We’re excited to have them on the *Rainbow International* team and know they will do a great job serving his customers.”

Rainbow International of Greater Hartford may be reached at (434) 589-5894 or visit rainbowintl.com for more information or to schedule a service appointment.

About Rainbow International®:

Established in 1980, *Rainbow International* is a global franchise organization providing residential and commercial restoration and cleaning services. Recognized by Entrepreneur magazine among its “Franchise 500,” *Rainbow International* franchisees offer a broad range of damage restoration services (ranging from water, smoke and fire damage to carpet and upholstery cleaning and deodorization) to more than 330 locations worldwide. The new Rapid Structural Drying Network of *Rainbow International* has established a network of elite water loss mitigation franchises across the United States. *Rainbow International* is a subsidiary of The Dwyer Group, Inc. For further information or to find the location nearest you, visit www.rainbowinternational.com.