

## Hobaica Services to install eight free systems to deserving Valley families during November and December

**Phoenix, Ariz.** - HVAC contracting company Hobaica Services is launching the Business Entities Getting Involved in our Neighborhood (BEGIN) Campaign. They are taking their remaining advertising budget for October 2008 through December 2008 and using it to give away free home comfort systems, including installation, with no

strings attached to deserving families. They will give away one home comfort system every Friday in November and December.

Families can be nominated at [www.hobaica.com](http://www.hobaica.com); or by printing the online form and mailing or dropping it off at Hobaica Services Corporate Office. Each week, one worthy family will be called on the

air by a radio personality from KMLE FM in November and KOOL FM in December.

Hobaica is offering a challenge to all other business owners to do the same thing with their products and services to affect multiple families at this very special time of year; get away from negativity, and show that with little, people can do great things.

Valley HVAC companies helping Hobaica in their BEGIN challenge include American Refrigeration Supply, Empire Metal Products, Hercules Industries, Johnstone Supply, Lennox and Smiley Crane.

Hobaica Services has been serving the Phoenix metropolitan area for over 56 years.