

Who Said Every Dad Should Have His Day?

(NAPSA)—Actually, a mom said it. The first Father's Day was celebrated on June 19, 1910, just a year after the first Mother's Day. It came about mainly from the efforts of Sonora Louis Smart Dodd of Spokane, Wash., who sought a special way to honor fathers (in particular her own.) In 1924 President Calvin Coolidge proclaimed the third Sunday in June as Father's Day and in 1972 Richard M. Nixon made it an official event. Over the years since, a ton of shirts, ties, electric razors and—for very special dads—barbecue grills have been given as gifts to commemorate the occasion.

Boys & Grills Cooking Out

Although current research shows that women take a very active role in backyard barbecuing, it remains “a guy thing” in the minds of many. And, although barbecuing is more and more a year-round activity, holidays are big occasions for outdoor cooking. Father's Day sees more than 40 percent of U.S. grill owners firing up for dad's special dinner.

More than 15 million new grills were shipped in 2002; two-thirds of them being convenient, easy-to-use gas appliances. One thing research has shown that women do not love about gas grilling is the lighting process. Fiesta Gas Grills has taken care of that with its new Auto-Ignite ignition system, that lights the grill as surely and easily as the kitchen stove. You simply turn one knob to produce instant heat.



Value Is Also a Guy Thing

Dads are smart when it comes to demanding value in important purchases, and there is a grill to fit every budget. More than 80 percent of the grills sold in the U.S. are priced under \$300, so the idea is to find the best quality and performance for the money. Fiesta provides affordable quality and convenience—large cooking surfaces, Auto-Ignite ignition, Ready Set Grill no-tools assembly, side burners, warming racks and one of the most efficient, even-burning cooking systems on the market.

Father's Day, Any Day

Although the traditional barbecue “season” has given way to a mindset of “barbecue time is any time,” “occasion” barbecuing is still a very big thing with the outdoor cooking set. July 4th and Memorial Day lead the way, but Labor Day, Father's Day and Super Bowl Sunday are not far behind.