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FOR IMMEDIATE RELEASE, please...
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Dover Rug & Home Now Open in Boston
2nd showroom now located at 390 Stuart Street

Dover Rug & Home is pleased to announce their second location at 390 Stuart Street in Back Bay is now open.

A stone's throw from Copley Square, public transportation, and in the heart of what is being coined Boston's *Home Furnishing district*, **Dover-Boston** offers an impressive showroom of exceptional rugs, carpeting, hardwood floors, window treatments, interior design, cleaning, repair & appraisal services that customers have come to know from Dover Rug over their last four generations of excellence. With the backing of the extensive inventory in their Natick store and Dover's custom color, size, and design manufacturing in India, Pakistan, and Nepal, this second location allows **Dover Rug & Home** to accommodate loyal customers while welcoming new faces in the Boston area.

The epitome of an American success story, **Dover Rug & Home** was founded in 1989 from very humble beginnings and with a small selection of quality rugs. With hard work and passion, the family business expanded into the largest home design showroom in New England and continues to have the same keen eye for fine merchandise and respect for their customers.

"We are very thrilled to be part of Boston's burgeoning home design community," states Mahmud Jafri, **Dover Rug & Home's** CEO. "Our Back Bay location is more convenient for our clients in and around Boston, and also gives us the opportunity to meet the many new residents moving into the city. Like our flagship store in Natick, **Dover-Boston** features the latest in contemporary, transitional, traditional style rugs and carpets, and interior design services. Additionally we are planning a number of great events this fall for both homeowners and interior designers. Exciting times, indeed."

Dover Rug & Home, named *Best of Boston HOME* in 2011 and recognized twelve consecutive years as the "*Readers' Choice*" by Wicked Local, offers customers an extensive collection of fine rugs - including one-of-a-kind hand-knotted rugs & carpets, custom window treatments and hardwood floor options, and eco-friendly cork, among others. The company's exceptional customer service program includes in-home design assistance, free in-home trial for all rugs, and immediate installation of large inventory of fine in stock carpeting. Additionally Dover offers a lifetime trade in policy for all hand-knotted rugs, repairs and cleaning services, and a preferred customer program entitling 10% off purchases. President and CEO Mahmud Jafri is a recipient of the 2013 Immigrant Entrepreneur Award for "Outstanding Neighborhood Business" by the Immigrant Learning Center and is a member of the American Society of Interior Designers (ASID), International Furnishing and Design Association (IFDA), and World Floor Covering Association. Mr. Jafri serves on Governor's Advisory Council on Refugees and Immigrants (GACRI) and a member of the WGBH Board of Overseers.

Dover is recognized consistently for its philanthropy and support for over 50 charitable organizations on a regular basis. In addition to his accomplished Dover-Natick and Dover-Boston home design facilities, Mr. Jafri is also the founder of **Dover Squash & Fitness**, a state-of-the-art fitness facility and home court to the **Dover Squash Academy** providing coaching & training services several schools & colleges including MIT. Dover Squash & Fitness is a direct reflection of Mr. Jafri's philosophy to lead a healthy lifestyle and integrate his Pakistani culture. The facility offers a range of programs and memberships for all individuals, including squash, yoga, nutrition, and training.

Dover Rug & Home – Boston hours are as follows: Monday, Tuesday, Friday and Saturday, 10:00AM to 6:00PM; Wednesday and Thursday, 10:00AM to 8:00PM and Sunday from 12noon to 5:00PM. For more information visit the company website at www.doverrug.com or call (508) 651-3500 (Natick) or (617) 266-3600 (Boston). Follow Dover Rug & Home on Facebook at www.facebook.com/DoverRug, Twitter @DoverRug, or on Houzz at <http://www.houzz.com/pro/doverrug/>.

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