

Scandinavian Designs Extends Discounts to Reno Locals Impacted by the Wildfires

Scandinavian Designs is offering 50% off select mattresses and 25% off regular-priced pieces to Reno locals as they begin to rebuild after the wildfires.

RENO, NV, UNITED STATES, August 31, 2026 /EINPresswire.com/ --

[Scandinavian Designs](#) is extending discount support to Reno residents affected by the wildfires. This comes just two weeks after sister company Dania Furniture extended the same support to Spokane residents.



“We’re reading that dozens of homes were lost right near our Reno location, which has been part of the community since 1994. A couple of the employees were affected by evacuations, so offering the same discount support to our Reno neighbors just makes sense,” says Ken Minkin, District Manager at Scandinavian Designs.

“

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Ken Minkin, District Manager at Scandinavian Designs.

“Our Spokane location has already had residents coming in and inquiring about the discounts. Our staff are all ears listening to their devastating stories of losing everything, but people are also talking about rebuilding and staying strong. I anticipate we’ll hear the same stories of strength

and resiliency from Reno residents,” he adds.

Scandinavian Designs is making essential household items available at reduced prices. Residents can receive 50% off select mattresses in all sizes and 25% off regular priced pieces. The discounts are intended to help affected people replace essential items as they begin to rebuild their homes following the fires.

The Bug, Fred Mountain and Hawk fires [destroyed 58 homes, displaced 40,000 residents and burned 107,000+ acres](#) of land. Scandinavian Designs has a history of providing discounts to

communities affected by wildfires, having reached out to communities affected by the LA and Santa Rosa fires in 2025.

"It's a small gesture, but we hope it's a meaningful one and I'm certain other Reno businesses will follow suit. 'The Biggest Little City in the World' obviously has a community that can't be stopped. I'm glad to be part of it," says Mark Gehler, Chief Administrative Officer of Scandinavian Designs/Dania Furniture.

Residents can qualify for the discount by presenting a valid local driver's license at the [Reno location, 4869 Kietzke Lane, NV, 89509](#). The discount will be available for at least twelve months, giving residents time to purchase products as needed.

Affected zip codes are 89506, 89508, 89441, 89523, 89503, 89439. Terms and conditions apply.

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