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This time, City's Keith Koenig gets the ice bucket

Challenges competitors in ALS charity fundraiser

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TAMARAC, Fla. — There's been another industry Ice Bucket Challenge.

This time, City Furniture President Keith Koenig took a soaking and challenged friends and competitors Jeff Seaman of Rooms To Go, Bobby Baer of Baer's and Carlos Capo of El Dorado Furniture (or someone they would designate) to do the same in the name of ALS awareness and finding a cure for the disease.

See Koenig's challenge [here](#).

Earlier this month, Bernie Rubin of Norton, Mass.-based Bernie & Phyl's [took the challenge](#), calling out competitors Eliot Tatelman of Jordan's Furniture and Bob Kaufman of Bob's Discount Furniture to do the same.

Contributions raised from the challenge go to the ALS Assn.'s mission to find a cure for amyotrophic lateral sclerosis, also known as Lou Gehrig's Disease. As of today, the association has received nearly \$80 million in donations vs. less than \$3 million for the same period last year (July 29-Aug. 25), according to its [website](#).