



City Bonfires® Custom Portable Fire Pits Featured in Feastables x Target Giveaway



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City Bonfires® is fired up to announce the successful conclusion of the Feastables x Target S’mores Kit Giveaway Collaboration and Influencer Box Marketing Campaign—a summer-long celebration of chocolate, community, and unforgettable fireside memories. This epic campaign, created in partnership with [MrBeast’s Feastables](#) and [Target](#), featured our Made in the USA, custom “Light Me” smokeless portable fire pits from City Bonfires at the heart of every s’mores kit prize giveaway and custom social media influencer boxes.

From June 9 to July 13, 2025, over 500 lucky winners across the country received limited-edition kits designed to turn any moment into a cozy, crave-worthy experience. City Bonfires was proud to serve as the official “Fire of Choice”, with [our smokeless, food-safe fire pits](#) included in both prize tiers—alongside MrBeast’s Feastables chocolate bars, gourmet s’mores ingredients, and more.

“It’s an honor to be the flame behind such an iconic collaboration,” said Chris McCasland, Founder at City Bonfires. “This partnership with Feastables and MrBeast reflects our shared passion for innovation, joy, and making simple moments extraordinary.”

What’s Inside MrBeast’s Feastables S’mores Kits?

- S’mores Supreme Kit (Tier 1):**
Included a [custom City Bonfires portable fire pit](#), \$50 Target gift card, four Feastables Chocolate Bars, custom skewers, a premium s’mores kit, and a Whip-It butane torch.
- S’more to Love Kit (Tier 2):**
Featured a custom City Bonfires portable fire pit, a Feastables Chocolate Bar five-pack, custom skewers, s’mores kit, and branded matchbook.

And if that wasn’t sweet enough, one grand prize winner also received a full year’s supply of Feastables Chocolate Bars!

These custom “Light Me” bonfires didn’t just fuel s’mores nights—they were also featured in exclusive influencer kits sent to some of the world’s biggest creators, helping Feastables light up the internet once again. According to Feastables, their previous campaign with City Bonfires was their most engaged activation ever, and this year’s response has been just as explosive.

“To have the biggest YouTuber in the world—and his brand—continue to choose City Bonfires as their Fire of Choice and go-to flame is both humbling and exciting,” added Tiffany McCasland, Head of Communications and Brand, City Bonfires. “We can’t wait to share what’s next.”

A Collaboration That’s Still Heating Up

As City Bonfires continues to innovate new ways to bring people together—whether in backyards, apartment balconies, campsites, or date nights—we’re honored to be part of a growing partnership with Feastables and MrBeast (Jimmy Donaldson). With more exciting updates on the horizon, this is just the beginning of what we hope is a long and meaningful collaboration.

About City Bonfires

City Bonfires® is the original smokeless portable fire pit that’s completely sourced and handmade in the USA, in Rockville, Maryland.

Every City Bonfire is eco-friendly and made with 100% non-toxic FDA approved food-grade soy wax; 100% biodegradable, compostable, plant-based briquettes; and a recyclable steel tin.

Whether you’re at home or on the go, City Bonfires brings warmth, connection, and the spirit of adventure wherever life takes you.