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WORLD FLOOR COVERING ASSOCIATION
CONSUMER AWARENESS CAMPAIGN
TAKES THE LATEST FLOOR PRODUCTS AND TECHNOLOGIES
TO NEW HEIGHTS

WFCA-Sponsored National Media Tours
Raise Awareness In Key Consumer Outlets

Anaheim, CA – September 5, 2012 – Executives at the World Floor Covering Association (WFCA) announced today the completion of yet another successful consumer media tour. Traveling to three media hotspots across the country including New York, Des Moines and Birmingham, WFCA spokespeople met with over 40 editors and writers from some of the top nationally distributed home and shelter magazines.

The tour, which kicked off in May, began in the nation's media capital, New York City — home to the largest consolidation of consumer home and shelter magazines targeting women in the country. The NYC leg, which took place on May 16^h and 17th, included stops at *Woman's Day*, *Good Housekeeping*, *Interior Design*, *Country Living*, *Real Simple*, *Elle Décor*, *HGTV Magazine*, *Traditional Home*, *This Old House*, *Windows Walls & Floors*, *House Beautiful*, *Distinctive Kitchens & Baths*, *Parents*, and others.

The press in New York expressed great enthusiasm to learn about the new products and technologies revealed at Surfaces including softer texture carpet, octagon-shaped designer concrete tiles, hardwood floors embedded with glitter and area rugs with Swarovski crystals. Among many pending placements, one participating manufacturer found their products featured in the New Product section of September's *House Beautiful* magazine.

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The second leg of the tour took place in Des Moines on July 26. Editors from over a dozen publications joined WFCAs spokesperson Tom Jennings at a WFCAs-sponsored media luncheon to learn about the new products and trends. Represented magazines included *Better Homes & Gardens*, *BHG.com*, *Traditional Home*, *BH&G Real-Life Kitchens & Baths*, *Midwest Living*, *BHG Kitchens & Baths*, *BHG Remodel*, *BHG Kitchen & Bath Ideas*, *BHG Remodel Magazine*, *Meredith Publications (BHG Book Series)* and *BHG Home Design Group*, among others.

The press commented on how much they look forward to the WFCAs roadshow and posed questions on proper application and care of the new products in preparation for stories they have slated involving flooring.

The last leg of the 2012 tour took place in a city that was just added to the line-up this year, Birmingham, AL, home to Time, Inc.'s *Southern Living* and *Coastal Living* magazines. WFCAs spokesperson Tom Jennings conducted desk-side meetings with editors on August 7th, followed by a hosted lunch. Press in Birmingham eagerly listened to news about the new products and the latest advancements in flooring. They commented that they rarely meet with companies in the floor category, so WFCAs's presentation was especially informative for them.

"Our consumer public relations and our annual media tours play a critical role in raising awareness with consumers," said Tom Jennings, WFCAs spokesperson and Chairman of WFCAs Services. "By informing the media that influences and educates our customers, the flooring industry benefits as a whole. When we have knowledgeable consumers, we're one step closer to creating a customer." Jennings, along with Cammie Weitzel, WFCAs General Manager, and Leah Gross-Harmon, Principal of Story Dept. — the WFCAs's public agency of record, conducted the media tours.

About WFCAs

The World Floor Covering Association (WFCAs), the official sponsor of the annual Surfaces tradeshow, is the floor covering industry's largest advocacy organization, representing floor covering retailers, contractors and allied service providers throughout North America.

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The WFCA is a recognized leader in marketing research and industry certification programs, and operates the premier consumer flooring website, WFCA.org, which provides unbiased information about every type of floor covering and connects customers to members retail stores. The WFCA also influences public policy affecting the floor covering industry and consumers. For more information about the WFCA, visit WFCA.org.

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