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**World Floor Covering Association Public Relations Program
Earns Unprecedented Sweep of Awards For Media Coverage**

***WFCA's Flooring Awareness Consumer Campaign
Ranks in Top One-Quarter-of-One-Percent
According to American Press Syndicate***

Anaheim, CA — April 27, 2015 – The North American Precis Syndicate, Inc. (NAPS), has awarded a record “two” Golden Thinker Awards to the World Floor Covering Association (WFCA) for exceptional media coverage. The *Golden Thinker* award recognizes outstanding editorial placement and is presented only to a fractional number of companies – one quarter of 1% to be exact - across the country each year.

NAPS distributes feature releases for more than 750 companies and organizations including **The Wall Street Journal**, **USA Today**, and the **Chicago Tribune**, just to name a few. The WFCA program outperformed Fortune 500 companies, near all of the 100 largest national advertisers, all of the 20 largest public relations firms, and more than 100 other associations and government agencies. The WFCA's winning stories were developed by Story Dept., its public relations agency-of-record.

NAPS representatives said the WFCA consumer public relations program received extraordinarily high placement volume with 4,336 articles reaching 61,639,728 consumers at last count for article #1; and 4,144 articles reaching 64,946,000 consumers at last count for article #2. More than 40 percent of these placements were generated in the nation's top 50 markets. According to NAPS the typical release generates 600-1000 placements.

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Only stories that receive over 800 hits are eligible for the award. A NAPS representative said, "Like the .300 hitter in baseball, achieving 600 placements represents a stellar performance – an exceptionally high total for a news feature." To date, over 211,000,000 consumers in both large and small markets nationwide have viewed WFCA articles.

About WFCA

The World Floor Covering Association (WFCA), 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.

The WFCA is a recognized leader in marketing research and industry programs for flooring professionals. In addition, it publishes the only retailer-oriented trade periodical, *Premier Flooring Retailer*. On the consumer end, in addition to an ongoing consumer focused flooring awareness public relations program, it operates the highly successful and award-winning 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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