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## **WORLD FLOOR COVERING ASSOCIATION** **CONSUMER AWARENESS CAMPAIGN STRETCHES** **FROM COAST TO COAST REACHING MILLIONS**

### ***WFCA-Sponsored National Media Tours*** ***Raise Awareness With Key Consumer Outlets***

Anaheim, CA – July 27, 2010 – Through ongoing and aggressive programs and tactics designed to increase floor covering awareness, the World Floor Covering Association (WFCA) continues to reach target consumers in record numbers.

One component of its consumer program includes annual media tours of New York City and Des Moines — homes to key national “shelter” publications and magazines targeted to women. For the 2010 tours, WFCA trend scouts selected innovative new products that launched at the Surfaces tradeshow in February to share with magazine editors. In total, the WFCA contacted over thirty Surfaces exhibitors from around the world to participate in the tours. Making the list were products ranging from self-cleaning porcelain tiles to scratch, scuff and stain resistant hardwoods.

The New York City media tour, which took place on May 5th and 6<sup>th</sup>, included stops at Good Housekeeping, Ladies Home Journal, Real Simple, Country Living, Family Circle, This Old House Magazine, Popular Mechanics, Woman’s Day, Windows, Walls & Floors, House Beautiful, Country Accents, Distinctive Kitchens & Baths and Parents. The media tour in Iowa, which took place on July 20<sup>th</sup> included meetings with: Better Homes & Gardens, Traditional Home Magazine, Renovation Style, Kitchen and Bath Ideas Magazine, Beautiful Homes Magazine, BH&G Creative Collection, Remodeling Ideas, BHG.com, Home Decorating & Design Books, Better Homes and Gardens® Special Interest Media, Home Design Magazine, Midwest Living, Before & After Magazine, Meredith Corporation Books, Decorating Magazine and of course the WFCA’s very own Beautiful Flooring.

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So far, the reception from the media sources in New York City has been exceedingly positive, with nearly all reporting that they plan on using the information provided in feature articles in upcoming issues. Already, stories in Good Housekeeping, Distinctive Kitchen & Bath Ideas, Country Accents, This Old House, Better Homes & Gardens Renovation Style and Woman's Day Windows Walls & Floors have been secured.

“These media tours are a critical component of our consumer program and they serve a very important objective for the industry,” said D. Christopher Davis, President & CEO, WFCA. “They allow us to enhance our existing relationships with key consumer press; position ourselves as the unbiased, credible resource for any and all information on flooring; and offer multiple and ongoing consumer press opportunities to our manufacturer and distributor members. All of this translates into increased awareness and sales.” Davis along with Cammie Weitzel, WFCA General Manager and Leah Gross-Harmon, Principal of Story Dept., LLC — the WFCA’s public agency of record, conducted the media tours.

### **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 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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