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**WORLD FLOOR COVERING ASSOCIATION**  
**CONSUMER AWARENESS CAMPAIGN**  
**REACHES MILLIONS ACROSS THE COUNTRY**

***WFCFA-Sponsored National Media Tours***  
***Raise Awareness With Key Publications***

Anaheim, CA – May 28, 2009 – Through ongoing and aggressive initiatives designed to increase floor covering awareness, the World Floor Covering Association (WFCFA) continues to reach target consumers in record numbers.

One facet of its multi-pronged 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 2009 tours, WFCFA trend scouts selected innovative new products that launched at the Surfaces tradeshow in February to share with magazine editors. In total, the WFCFA contacted over thirty Surfaces exhibitors from around the world to participate in the tours. Making the list were products and manufacturers ranging from patent-leather crocodile embossed tiles to a hardwood company that donates 100% of its profits to charity.

The New York City media tour, which took place on May 6<sup>th</sup> and 7<sup>th</sup>, included stops at Good Housekeeping, Family Circle, This Old House Magazine, Metropolitan Home, Redbook, Woman’s Day, Windows, Walls & Floors, Ty Pennington at Home, House Beautiful, Country Accents, Natural Health Magazine and Parents. The media tour in Iowa, which is scheduled for mid-summer, will include visits to: Better Homes & Gardens, Kitchen and Bath Ideas Magazine, Beautiful Homes Magazine, BH&G Creative Collection, Remodel Magazine, 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 WFCFA’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 Family Circle, Redbook, Country Accents and Natural Health Magazine have been secured.

“These media tours serve very important objectives for us and for the industry,” said D. Christopher Davis, President & CEO, WFCA. “They allow us to enhance our existing relationships with press; position ourselves as the unbiased, credible resource for any and all information on flooring; and offer dozens and dozens of consumer press opportunities to our 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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