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

WFCA-Sponsored National Media Tours
Raise Awareness With Key Press

Anaheim, CA – May 13, 2008 – Through ongoing and aggressive initiatives designed to increase floor covering awareness, the World Floor Covering Association (WFCA) is reaching target consumers in record numbers.

Focusing on just one of the components of WFCA's awareness efforts, the latest consumer PR program included consecutive national media tours with a top brass media line-up that took place in both New York and Des Moines. For the tours, the WFCA scoured the Surfaces tradeshow for the latest and most unique flooring trends. The WFCA contacted over thirty Surfaces 2008 exhibitors from around the world to be a part of the tour. Products ranging from corn-based flooring to leather tiles made from recycled car seats made the list.

The New York tour line-up included: Domino Magazine, Good Housekeeping, Country Living, Family Circle, This Old House Magazine, Woman's Day, Windows, Walls & Floors, O at Home, Home Magazine, House Beautiful, Ladies Home Journal and Quick & Simple. The schedule in Iowa included: 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 and Decorating Magazine.

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The reception from these media sources has been exceedingly positive, with nearly all reporting they plan on using the information provided in feature articles in upcoming issues.

Also gratifying was the feedback received on the www.wfca.org website from the editors of these magazines. Nearly all were familiar with the website, have used it as a reference and cited it as a valuable tool to educate consumers about flooring. For example, in it's May 2008 issue, Good Housekeeping references the website and has tied in with WFCA in a promotion to use it and the WFCA-member retailers listed on the site.

Another key aspect of these media visits is the relationship building it generates. The WFCA is viewed as the unbiased, credible source of flooring and is frequently asked to help provide samples, photos and products to incorporate into features. The WFCA works with its member manufacturers, suppliers and distributors to secure this material and the contributors then receive mention and credit in the publications, creating a win-win situation for everyone involved.

"Our goal here is to educate the consumer, simply gain more exposure about flooring and generate additional sales for our members," said D. Christopher Davis, President & CEO, WFCA. Davis, along with Leah Gross-Harmon, principal of The Story Dept., 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.

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The WFCA is a recognized leader in marketing research and industry certification programs, and operates the premier consumer flooring web site, www.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 www.wfca.org.

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