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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 Publications

Anaheim, CA – May 25, 2010 – Through ongoing and aggressive initiatives designed to increase floor covering awareness, the World Floor Covering Association (WFCA) 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 2010 tours, WFCA trend scouts selected innovative new flooring products to share with magazine editors. In total, the WFCA contacted over twenty Surfaces tradeshow exhibitors from around the world to participate in the tours. Making the list were products and manufacturers ranging from self-cleaning porcelain tiles to a hardwood company that presents wood planks cut sideways across the grain.

The New York City media tour, which took place in early May, included stops at Good Housekeeping, Real Simple, Ladies Home Journal, Country Living, Popular Mechanics, Family Circle, This Old House Magazine, Traditional Home, Woman’s Day, Windows, Walls & Floors, House Beautiful, Distinctive Kitchen Solutions, Country Accents, Cottage Style, Kitchen Style & Design and Parents. The media tour in Iowa, which is scheduled for late-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, 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, Parents, Country Living and Distinctive Kitchen Solutions have been secured.

“There is no doubt our program is resonating with consumer media,” said D. Christopher Davis, President & CEO, WFCA. “The press tell us each time we meet with them in New York how much they appreciate our efforts to keep them abreast of the industry. It is through these face-to-face meetings that we are able to offer dozens and dozens of consumer press opportunities to our manufacturer and distributor members which 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 relations 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 and WFCA-PRO.org.

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