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**World Floor Covering Association**  
**Honored with National Recognition for**  
**Consumer Awareness Campaign**

***Consumer Press Across the Country Embraces Innovative Program***

**Anaheim, CA** – January 12, 2010 – The World Floor Covering Association (WFCA) today received the distinguished Golden Thinker Award from North American Precis Syndicate, Inc. (NAPS.) The esteemed honor is given to select individuals and/or companies whose featured releases have received extremely high pick-up and use by America's newspaper editors.

The WFCA was hand-selected for this award from an extraordinary group that included nearly all of the Fortune 500 companies, most of the 100 largest advertisers across the U.S., the 20 largest PR firms in the country, over 100 associations and numerous government agencies. According to executives at NAPS, the number of press hits generated by the WFCA has been "absolutely extraordinary."

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On average, NAPS release stories receive 100-400 placements, with 400 being a rarity. The WFCA's release, entitled "Hints for the Home," has brought in 1,196 placements to date. The consumer story, crafted by WFCA's PR firm, Story Dept., depicted helpful hints for cleaning and maintaining all types of floors. The content resonated so well with the press that eighty-six percent of the stories generated from the release ran in the nation's top 50 markets across. The resulting media placements from the WFCA release placed it in the top one-quarter of one percent of all releases distributed to the media through NAPS.

### **About WFCA**

The WFCA, official sponsor of Surfaces, is the floor covering industry's largest advocacy organization representing floor covering retailers, contractors and allied service providers throughout North America.

The association is a recognized leader in marketing research and industry certification programs and operates the premier consumer flooring website, [WFCA.org](http://WFCA.org), providing unbiased information about every type of floor covering and connecting customers to member retail stores. The WFCA also influences public policy affecting the floor covering industry and consumers. For more information about the WFCA, visit [WFCA.org](http://WFCA.org) and [WFCA-PRO.org](http://WFCA-PRO.org).

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