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World Floor Covering Association
Consumer Relations Program
Receives Sixth Trophy
Recognizing Most Media Placements

WFCA's Flooring Articles and Stories Featured in Thousands of National and Local Print and Online Media Outlets Across the Country

Anaheim, CA – June 4, 2013 – This May the WFCA has again been honored and awarded the distinguished Golden Thinker Award from North American Precis Syndicate, Inc. (NAPS.) The award recognizes exceptional editorial placement and is only awarded to a fractional number of companies across the country each year.

According to sources at NAPS, the WFCA program received extraordinarily high placement volume with 3,444 press outlets from all 51 states picking up their articles at last count – this number is more than double WFCA's previous media placement record. WFCA's winning stories had major competition for the coveted award with most Fortune 500 companies, nearly all of the largest 100 national advertisers, all of the 20 largest PR firms, over 100 other associations and many government agencies contending with their own articles.

Only stories that receive over 800 hits are eligible for this award. WFCA's articles were picked up by newspapers including: The Chicago Tribune, The Wall Street Journal, The Washington Times, The Los Angeles Times and USA Today. To date, stories WFCA has run with NAPS have been viewed by nearly 85,000,000 consumers in both large and small markets.

This is the sixth such award the WFCA has received from NAPS.

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About WFCFA

The WFCFA, 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, WFCFA.org, providing unbiased information about every type of floor covering and connecting customers to member retail stores. The WFCFA also influences public policy affecting the floor covering industry and consumers. For more information about the WFCFA, visit WFCFA.org and WFCFA-PRO.org.

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