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**2011 WORLD FLOOR COVERING ASSOCIATION  
CONSUMER AWARENESS CAMPAIGN KICKS OFF  
NATIONAL MEDIA TOUR IN NEW YORK**

***WFCA-Sponsored Promotion  
Directly Targets Flooring Consumers***

Anaheim, CA – June 28, 2011 – Through ongoing and aggressive programs and tactics designed to increase floor-covering awareness, the World Floor Covering Association (WFCA) continues to reach target consumers in record numbers.

One component of its consumer program includes annual media tours of New York City and Des Moines— homes to key national “shelter” publications and magazines targeted to women. In addition, for the first time since launching the consumer public relations program, the WFCA will also be including meetings with key press throughout California – Los Angeles and San Francisco included. To prepare for the tours, WFCA trend scouts selected innovative new products that launched at the Surfaces tradeshow in February to share with magazine editors. In total, the WFCA contacted over thirty Surfaces exhibitors from around the world to participate in the tours. Making the list were products ranging from 14-Karat gold tiles to a flooring hybrid product that broke ground by introducing a brand new flooring category.

The New York City media tour, which took place on May 4<sup>th</sup> and 5<sup>th</sup>, included stops at Woman’s Day, Good Housekeeping, Interior Design, Ladies Home Journal, Country Living, Traditional Home, Family Circle, This Old House Magazine, Popular Mechanics, Woman’s Day, Windows, Walls & Floors, House Beautiful, Distinctive Kitchens & Baths and Parents. Following the New York tour, the team will travel to Des Moines on July 7<sup>th</sup> to meet with Meredith Publications including: Better Homes & Gardens, Traditional Home Magazine, Renovation Style, Kitchen and Bath Ideas Magazine, Beautiful Homes Magazine, BH&G Creative Collection, Remodeling Ideas, BHG.com, Home Decorating & Design Books,

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Better Homes and Gardens® Special Interest Media, Home Design Magazine, Midwest Living, Before & After Magazine, Meredith Corporation Books, and Decorating Magazine. The California-based press meetings will begin in July and will be ongoing throughout the summer.

So far, the reception from media sources has been very positive, with nearly all reporting that they plan on using the information provided in feature articles in upcoming issues.

“We are continually looking for new opportunities to help educate consumers and raise awareness about flooring,” said D. Christopher Davis, President & CEO, WFCA. “Our national media tours are a central component to our efforts on this front. The opportunity to sit face to face with the very people that write the articles that our customers read and care about is a priceless one. The fruits of our labors are seen throughout the year and beyond in the form of articles and stories about flooring in the country’s most popular consumer magazines and newspapers. The media tours that have taken place to date have been staffed by Davis and Leah Gross-Harmon, Principal of Story Dept., LLC — the WFCA’s public relations agency of record.

### **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](http://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](http://WFCA.org).

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