



**CONTACT:** Leah Gross-Harmon  
Story Dept.  
626-296-3322  
leah@storydept.net

**WORLD FLOOR COVERING ASSOCIATION**  
**HELPS RETAILERS REACH CONSUMERS**  
**ACROSS THE COUNTRY**  
**THROUGH FLOORING AWARENESS CAMPAIGN**

***WFCFA-Sponsored Media Tours***  
***Slated to Reach Millions of Customers***

Anaheim, CA – June 4, 2014 – The World Floor Covering Association has completed the third leg of its largest-yet coast-to-coast media tour. The organization’s annual tour is a key part of its ongoing effort to educate consumers about new floor products, trends and technologies.

Scott Humphrey, Chief Executive Officer, WFCFA, and public relations agency of record Story Dept. are meeting with target consumer press in New York (NY), Birmingham (AL), Des Moines (IA), as well as targets in Northern and Southern California, over the course of four months. The tour will wrap in late summer. By that time the WFCFA team will have met with and provided information and product demonstrations for more than 70 editors and writers from over 40 of the top nationally distributed home and shelter magazines and newspapers, as well as some of the home décor focused websites.

To prepare for the tours, WFCFA trend scouts select innovative new products that launched at the Surfaces tradeshow and industry-wide to share with press. In total, the WFCFA contacted over forty Surfaces exhibitors and manufacturers from around the world to participate in the tours. Making the list for 2014 are thirty-five products ranging from paper shag area rugs to reclaimed hardwood floors made from truck decks.

This year’s tour kicked off in late April in New York - home to the country’s largest concentration of consumer home and shelter magazines. The three-day NYC leg, which took place April 29<sup>th</sup> through May 1<sup>st</sup>, included stops at *Interior Design*, *Good Housekeeping*, *Elle Décor*, HGTV

**-MORE-**

## PAGE 2

*Magazine, Veranda, Traditional Home, This Old House, House Beautiful, The Nest, Parents* and others.

The second leg of the tour took place just two weeks later. The WFCA team met with editors and writers from Time, Inc.'s *Southern Living* and *Coastal Living* magazines in Birmingham on May 15<sup>th</sup>. WFCA catered a sit down lunch in the publisher's boardroom, where fourteen editors working on all sectors of the two books listened and took notes as products from every category of flooring were discussed.

On May 29<sup>th</sup> the WFCA embarked on the third leg of the tour in Des Moines, home to Meredith Corporation's family of magazines. Twenty editors, writers, online contributors and photographers joined the WFCA presentation that took place within one of the company's boardrooms. Attendees enjoyed a WFCA-catered lunch while listening to informative discussions and taking part in hands-on presentations of each new flooring product. Represented magazines included *Better Homes & Gardens, BHG.com, Traditional Home, BH&G Real-Life Kitchens & Baths, Midwest Living, BHG Kitchen & Bath Ideas, BHG Remodel, Meredith Publications (BHG Book Series)* and *BHG Home Design Group*, among others.

Mid-summer, the team will travel to Northern California to meet with editors at such publications as *Sunset Magazine, California Home + Design* and The Oakland Tribune among others. Meetings will also be arranged on an ongoing basis with Southern California based media outlets including *California Homes, Coast Magazine* and The Orange Country Register.

Editors in every market visited so far made clear how much they look forward to the WFCA road show tours and how much they appreciate the association's efforts to keep them informed about current trends and the latest developments in flooring products.

**-MORE-**

## PAGE 3

## **ABOUT WFCA:**

“Our association is in a unique and strategic position to influence and educate consumer press about flooring,” said Humphrey. “We do not manufacturer any products and are not pushing particular products. The press recognizes our voice as uniquely unbiased and pays attention to that voice.”

“Through our relationships we have access and a platform to reach some of the most influential media in the world and make a meaningful difference in how our industry is positioned,” Humphrey added. “Our presentations provide an opportunity unlike any other to showcase the dedication to quality and never-ending creativity of our flooring industry, as well as our commitment to our customers.”

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 programs for flooring professionals. In addition, it publishes the only retailer-oriented trade periodical, *Premier Flooring Retailer*. On the consumer end, in addition to an ongoing consumer-focused flooring awareness public relations program, it operates the highly successful and award-winning 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). and [WFCA-PRO.org](http://WFCA-PRO.org).

**###**