



**WORLD FLOOR COVERING  
ASSOCIATION**

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## **World Floor Covering Association Announces Partnership with Mill Creek Media Group**

***New Vendor Brings Expertly Prepared Marketing, Communications  
and Content Creation Services to Members at a Discounted Rate***

January 12, 2018 – *Dalton, GA* – In an effort to help member constituents stay on top of their game in today's competitive business landscape, WFCA has aligned itself with another organization whose mission is to help retailers expand and enhance their business presence with desired audiences. Mill Creek Media Group, based in Rocky Face, GA, offers services in a wide array of marketing and communications capacities including videography, photography, online and social media content, to name a few.

Mill Creek Media Group has over 30 years of experience in the flooring and media production industries. They have served a wide variety of clients including Shaw Floors and Novalis International. Their strongest suit of talent lies in branding strategies that are designed to help individual and small chain retailers enhance market share in their local communities.

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As part of their suite of offerings, Mill Creek Media Group offers a full scope of corporate services including: training, marketing and how to videos, commercial development, product introduction marketing and promotions. The company excels at creating content that can be used on social media platforms, conducting live streaming and product launch debuts as well as a wide line-up of photography services including product, room setting and corporate portraits.

WFCA members will receive discounted rates on all services offered by Mill Creek Media Group. For more information on the company and their services please visit [www.millcreekmediagroup.com](http://www.millcreekmediagroup.com).

## 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 programs for flooring professionals. In addition, it publishes the only retailer-oriented trade periodical, *Premier Flooring Retailer*. As part of its mission to enhance the business environment for the independent flooring retailer the WFCA acquired the Certified Floorcovering Installers Association (CFI) in an effort to resolve the industry's largest issue – the shortage of qualified installers. The WFCA runs fcB2B, an organization committed to helping business in the industry transition to an e-commerce platform for all business transactions. 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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