



Contact: Freida Staten
VP of Marketing, Communications
& Member Relations
706.217.1183
fstaten@wfca.org

FOR IMMEDIATE RELEASE

World Floor Covering Association Introduces New “Faces of the Industry” Campaign to Celebrate its Members

The campaign highlights members, builds connections and embraces the power of community

November 23, 2020 - Dalton, GA – World Floor Covering Association (WFCA) introduces its “Faces of the Industry” campaign, a celebration of the people who make the organization thrive.

In a year of challenge and change, the WFCA has remained steadfast in its focus on its members and is kicking off the holiday season by spreading the spirit of togetherness, even when many people can’t come together. The ‘Faces of the Industry’ campaign will turn the spotlight on its members and feature them through social and digital media, [on the website](#) and in their quarterly magazine, [Premier Flooring Retailer](#).

“Our members are our backbone, the heart and soul of our organization,” said Freida Staten, VP Marketing, Communications & Member Relations. “Each member is imperative for the success of the WFCA and is a unique contributor to the floor covering industry and its community and should be celebrated.” Staten added, “With the exponential growth in our membership, coupled

with the impacts of COVID-19, we have all felt the loss of personal and professional gatherings. This inspired us to launch a program to showcase our members and give everyone a chance to meet a new face in our community.”

If members are interested in being in the “Faces of the Industry” campaign, profiles and photos can be submitted in the [application](#).

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) to resolve the industry's largest issue - the shortage of qualified installers. The WFCA runs fcB2B, an organization committed to helping businesses 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.

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