



**WORLD FLOOR COVERING  
ASSOCIATION**

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

## **World Floor Covering Association Debuts In-House Content Studio, Studio 59™**

August 5, 2021 – Dalton, GA -- World Floor Covering Association (WFCA) has announced the expansion of its content creation and production capabilities with the opening of a dedicated, custom-built studio space under a new banner, Studio 59™.

This new initiative provides the opportunity to create a library of original digital content including robust education, leadership training, and additional resources from the WFCA and its many partners to better serve its large and diverse membership.

“Since 1959, the WFCA has been at the forefront of addressing issues that affect the floor covering industry,” said Scott Humphrey, CEO of the WFCA. “We will now have the ability to create diverse content across platforms to serve our fast-growing, highly engaged audience across every sector in the flooring industry.”

Freida Staten, WFCAs Vice President of Marketing, Communications & Membership added, "The pandemic has really shined a light on the importance of content. We jumped into action at the outset by providing the latest news and resources and demonstrated the power and potential of our platform, as well as our audience's appetite for a broad and diverse array of content. Studio 59™'s launch greatly expands the scope of our virtual offerings and reinforces our commitment to this industry. "

The name Studio 59™ is a tribute to its origins in 1959 with the formation of the Western Floor Covering Association. The state-of-the-art studio set with audio, lighting, backdrop, and monitors, will host live and pre-recorded events across all WFCAs divisions, partners, and its executive team.

### **About WFCAs**

The World Floor Covering Association (WFCAs), the official sponsor of The International Surface Event (TISE), is the floor covering industry's largest advocacy organization, representing floor covering retailers, contractors and allied service providers throughout North America.

The WFCAs 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 WFCAs acquired the Certified Floorcovering Installers Association (CFI) to resolve the industry's largest issue - the shortage of qualified installers. The WFCAs runs fcB2B, a program committed to helping businesses in the industry transition to an e-commerce platform for all business transactions. The WFCAs also influences public policy affecting the floor covering industry and consumers. For more information about the WFCAs, visit [WFCAs.org](http://WFCAs.org).

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