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**THE AMERICAN HOME FURNISHINGS HALL OF FAME WILL PARTICIPATE ON
GIVINGTUESDAY ON DECEMBER 1**

HIGH POINT, N.C., Nov. 5 – The American Home Furnishings Hall of Fame Foundation is joining GivingTuesday, a global day of giving powered by social media, collaboration and campaigning, Dec. 1, 2020.

“Joining the global generosity of GivingTuesday supports our mission to tell our story, inspire a new class of leaders and innovation, and honor our leaders,” says Martin Ploy, president of the Foundation board of directors. “In addition to raising funds, we hope to raise awareness about our industry and increase social media engagement. Our GivingTuesday theme: ‘My Industry. Our Future’ emphasizes our collaborative spirit and how much we can do together if each of us does our part.”

GivingTuesday was created in 2012 as a simple idea: a day that encourages people to do good. Over the past eight years, it has grown into a year-round global movement that inspires hundreds of millions of people. In 2019, \$511 million was donated online on GivingTuesday.

"GivingTuesday inspires people all around the world to embrace their power to drive progress around the causes they care about, not just on one day but throughout the year," says Asha Curran, GivingTuesday CEO and co-founder.

“The home furnishings industry serves a noble purpose: we improve lives by creating beautiful homes,” Ploy says. “We also serve our individual communities – and beyond – in countless other ways. At the Hall of Fame, we are creating the only history of the home furnishings industry. We are telling our stories through oral histories, book publishing, the Heritage Project and the History Project. Most recently, we have been preserving COVID-19 stories and artifacts documenting the many ways our industry helped others by providing masks, mattresses, furniture and other essentials during the pandemic.

“We honor our leaders, we inspire Future Leaders, we provide opportunities to network and we present world-class speakers. We collaborate with other industry organizations and create training resources for our industry,” he says. “There are countless reasons to donate on GivingTuesday, not least of which is that 92 percent of our funds support leadership initiatives and preserving our stories.”

To learn more about the Hall of Fame’s GivingTuesday initiative, go to <https://www.homefurnishingshalloffame.com/givingtuesday>.

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The American Home Furnishings Hall of Fame Foundation, Inc., is an industry-wide organization founded to preserve its history, to celebrate exceptional individuals who have made extraordinary contributions to the U.S. home furnishings industry, and to inspire a new class of innovation and

leadership. Membership includes eligibility to nominate candidates for consideration by the Selection Committee, and the opportunity to help preserve the history and heritage of the industry. As a 501(c)3 nonprofit organization, 92 percent of all funds support our history and leadership programming. The organization currently is based in High Point, North Carolina, at 202 Neal Place, Suite 101, and can be reached at 336.882.5900. Watch for ongoing developments and details about the grand opening of our permanent home, which is targeted for opening in 2022.

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GivingTuesday is a global generosity movement unleashing the power of people and organizations to transform their communities and the world. GivingTuesday was created in 2012 as a simple idea: a day that encourages people to do good. Over the past eight years, it has grown into a global movement that inspires hundreds of millions of people to give, collaborate, and celebrate generosity. Whether it's making someone smile, helping a neighbor or stranger out, showing up for an issue or people we care about, or giving some of what we have to those who need our help, every act of generosity counts and everyone has something to give. GivingTuesday strives to build a world in which the catalytic power of generosity is at the heart of the society we build together, unlocking dignity, opportunity and equity around the globe.

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