



CONTACT: **Lauren Estep**
 Karen McNeill
 American Home Furnishings Hall
 of Fame Foundation Inc.
 336.882.5900

AMERICAN HOME FURNISHINGS HALL OF FAME FOUNDATION
LAUNCHES NEWLY DESIGNED WEBSITE

HIGH POINT, N.C., April 20, 2018 — The American Home Furnishings Hall of Fame Foundation, Inc. has partnered with Whereoware for the launch of its newly revamped website, www.homefurnishingshalloffame.com. The digital agency headquartered in the Washington D.C. metro area specializes in email marketing, website design and development, mobile app design and development, search engine optimization (SEO) + pay-per-click (PPC).

The total redesign has reorganized the content and improved the user experience when making purchases, reservations and browsing for information. With more than 15 years of web development and experience in the home furnishings industry, the Whereoware team has created an intuitive user experience that caters to both long-time members and first-time visitors alike.

"We thank the Whereoware team for helping us create a new website, robust with information," says Jeff Child, president of the Foundation board of directors. "The Hall of Fame is dedicated to telling our story through video, oral interviews and memorabilia, as well as promoting this year's Induction Celebration. As we roll out the Leadership Initiative, it will offer a highly informative experience as we work to generate not just future leaders but future Hall of Famers who exemplify exceptional leadership."

Features on the new site include information about membership, extensive galleries of photos and videos from past Induction Celebrations, the process of induction into the Hall of Fame, oral interviews from some the industry's greatest pioneers and details on the upcoming Induction Celebration on Oct. 14. Users are also able to purchase sponsorships and journal advertisements for the Celebration, as well as memberships and oral history books, through the commerce function of the site.

The 2018 Lead with Vision Induction Celebration will take place on Sunday, October 14 at the Sheraton Greensboro at Four Seasons during the Fall High Point Market.

#

Founded in 1988, the American Home Furnishings Hall of Fame Foundation, Inc., is an international, industry-wide organization founded to preserve the home furnishings history and to celebrate exceptional individuals who have made extraordinary contributions to the U.S. home furnishings industry. 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, 83 percent of all funds support our history and leadership programming. The organization is based in High Point, North Carolina, at 202 Neal Place, Suite 101, and can be reached at 336.882.5900.

#