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SFC and ART Enter Into A Co-Promotion Agreement

March 25, 2010..(Chapel Hill, NC and Charlotte, NC) - The Sustainable Furnishings Council and Accessories Resource Team are pleased to announce a new relationship to facilitate awareness and participation in the green movement. Most significant is the recent addition to the annual ARTS Awards of a GREEN category, which is being launched in 2010. The organizations have agreed to provide members a reciprocal discount of 15% on dues, and anticipate being able to provide their members with other benefits in the relationship.

The GREEN category of the 22nd ARTS Awards will be open to named finalists as an optional competition. The Sustainable Furnishings Council will assist in naming a qualified judge to review the submissions for the GREEN category only during the competition judging in November 2010. Both organizations expressed their enthusiasm at the partnership, which they believe holds great potential for the industry as a whole. Susan Inglis, Executive Director of the SFC said, "We are pleased to partner, not only in the GREEN category of the prestigious ARTS Awards, but also in other endeavors that we imagine will similarly serve to build our organizations and enrich the industry." "This co-promotion is a very exciting opportunity to expose both association memberships to progressive programming", said Sharon Davis, Executive Director of ART.

About the Accessories Resource Team

The Accessories Resource Team (ART) is the association representing accessory manufacturers, retailers, representatives and other industry individuals and companies interested in promoting the decorative home accessories industry. The association's goal is to enhance the market position of decorative home accessories. Each year ART sponsors programs such as the ART conference, regional educational seminars and the ARTS Awards. The Accessories Resource Team Web site is available at www.accessoriesresourceteam.org

About the Sustainable Furnishings Council

The Sustainable Furnishings Council (SFC) is a non-profit coalition of manufacturers, importers, retailers, and designers created to promote sustainable practices throughout the home furnishings industry. The SFC provides networking, information sharing, and public education on environmental issues and concerns related to home furnishings such raw materials, sourcing, and manufacturing processes. To join and to learn more: www.sustainablefurnishings.org