



**FOR IMMEDIATE RELEASE**

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**AMERICAN FURNITURE HALL OF FAME FOUNDATION, INC.  
UNVEILS FRESH NEW LOOK**

**HIGH POINT, N.C., July 26, 2007** — After recently opening its membership to all home furnishings industry partners that do business in the United States, the American Furniture Hall of Fame Foundation, Inc. (AFHF) has now unveiled a fresh new logo and an updated look for the organization.

Clean and sophisticated, the new logo features a bold brown typeface representing furniture and the history and tradition of the organization. The splash of red at the bottom provides energy and reflects the color and creativity that drives the industry.

“Our new logo is classic, but with a twist,” says J. Don Coleman, president of AFHF. “It conveys the history and prestige of the organization, welcomes future generations, and looks ahead to a new age for our organization as it evolves to meet the changing needs of the industry. We are excited about the future of our organization and our new logo reflects that.”

Membership includes eligibility to vote in August for inductees into the American Furniture Hall of Fame, and are \$250 and \$500 at the individual level, and \$500 and \$1,000 at the corporate level. All contributions are tax deductible. Checks should be made payable to American Furniture Hall of Fame Foundation, Inc. and sent to P.O. Box 2011, High Point, N.C. 27261.

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The American Furniture Hall of Fame Foundation, Inc. is an international, industry-wide effort organized to honor those individuals whose outstanding achievements have contributed to the continued growth and development of the U.S. furniture industry, as well as to research, collect and preserve the cultural, economic and artistic history. Membership includes eligibility to vote for inductees into the American Furniture Hall of Fame, and the opportunity to help preserve the history and heritage of the industry. The organization is based in High Point at 202 Neal Place, and can be reached at 336.882.5900.

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