**NEW PROGRAMMING AND PRODUCT ACCESSIBILITY HIGHLIGHT AMERICASMART® MARCH MARKET**

**Atlanta Spring Gift, Home Furnishings and Holiday Market is March 13-15, 2015.**

**ATLANTA – February 24, 2015 –** Industry-leading educationalprogramming and collaborations complement an efficient product sourcing experience at the **Atlanta Spring Gift, Home Furnishings and Holiday Market®** at AmericasMart® Atlanta, March 13-15, 2015.

In alignment with other campus enhancements, AmericasMart relocates its Home and Gift temporaries to Building 1 Floor 1 for the March Market. The new location complements the January 2015 opening of the new Floor 15 Home & Design collection, the new Floor 6 bridge connecting the Home & Rug collection in Building 1 and the Gift collection in Building 2, and the new Café on 14 in Building 2.

“Relocating the Temporary collection to Building 1 Floor 1 allows us to better showcase the Market’s unique trend-driven temporary collections,” says Mary Ellen Jackson, executive director of AmericasMart Home and Gift tradeshows. “Many of these collections only show at our Spring and Fall Markets, making this Market a great opportunity to see what’s new and next in home and gift product.”

Complementing the temporary collection is **The Great American Bargain Book Show** (GABBS), co-located at AmericasMart during the March Market. At GABBS, one of the world’s largest remainder, bargain and overstock book shows, buyers save 75 to 90 percent off publisher’s retail on gifts and book product including bargain books, toys, puzzles, calendars and stationery. AmericasMart buyers receive complimentary access to GABBS, located in Building 2.

In the permanent collections, the March Market allows buyers another opportunity to explore the Floor 15 collection as well as complete their Holiday 2015 buying before manufacturers’ deadlines in the nation’s number one concentration of holiday, floral and gardens merchandise.

AmericasMart augments its celebrated Market programming with a unique collaboration with Houzz – the leading platform for home remodeling and design. Beginning the day before Market on March 12, AmericasMart hosts the **Houzz Your Business?** conference, an exclusive home and design business educational event **featuring seminars from thought leaders including Libby Langdon and Mary Knackstedt, networking opportunities and one-on-one consultations with both the Houzz and AmericasMart design experts. For more information visit** [www.AmericasMart.com/houzz](http://www.AmericasMart.com/houzz)**.**

**Additional Market programming includes:**

* **The Education Center “Shoplifting: Because LOSS Is a Four-Letter Word” presented by Bill Bregar, president of Loss Prevention Systems, Inc.**Bregar shares tools to help analyze a store’s vulnerability and develop a program that will focus on preventing losses including defining who shoplifters are, how they act, and how to approach them. Friday, March 13. 11 a.m. Building 1, Floor 1, Meeting Room.
* **“Mastering the Art of Southern Cooking” presented by Nathalie Dupree and Cynthia Graubart.** Celebrated Southern chefs teach how to make fresh southern vegetables perfect for any occasion. Friday, March 13. Noon. Building 2, Floor 8, Demonstration Kitchen.
* **“Holiday Florals for Your Store and More” presented by Alvin Moore of Alvin Moore Florals.**Moore teaches how to keep storesupdated with arrangements for every season and how to use those arrangements as a tool for upselling. Saturday, March 14. 10 a.m. Building 1, Floor 19, Seminar Room.
* **“Gift Baskets 2.0: Workshop on Creating Upscale Gift Baskets” presented by Tim McKay of Atlanta Gift Basketier.** In this hands-on demonstration, McKay teaches how to create elegant and gourmet gift baskets for any occasion. Reservations required. Saturday, March 14. 11 a.m. Building 2, Floor 8, Demonstration Kitchen.

**Buyers can follow the #ATLMKTFAV hashtag on social media and at** [www.AmericasMart.com/ATLMKTFAV](http://www.AmericasMart.com/ATLMKTFAV) **during the Market to see what’s new and hot. Trend-makers including designers from The Atlanta Symphony Associates’ (ASA)** [45th Annual Decorators’ Show House and Gardens](http://decoratorsshowhouse.org/)benefitting the Atlanta Symphony Orchestra

(ASO) will share their favorite items, events and Market happenings. AmericasMart serves as a Principal Chair sponsor for the 2015 Show House.

**For more information about the** Atlanta Spring Gift, Home Furnishings and Holiday Market, visit [www.AmericasMart.com/March](http://www.AmericasMart.com/March).

**ABOUT AMERICASMART**

AmericasMart Atlanta is the nation’s only global wholesale marketplace housing the world’s single-largest collection of home, gift, area rug and apparel merchandise. The largest of AmericasMart’s 14 annual Markets and shows, The Atlanta International Gift & Home Furnishings Market and The Atlanta International Area Rug Market in January and July are the ignition switch for global retailing with buyers from every U.S. state and as many as 90 countries discovering product in more than 1,400 showrooms and more than 2,500 temporary exhibiting companies. [ICON HONORS](http://www.americasmarticonhonors.com/), the home and gift industry’s most celebrated recognition program, is produced and staged annually by AmericasMart.

Located in downtown Atlanta, the AmericasMart complex contains more than 7.2 million square feet of space. It’s a huge global stage on which manufacturers, designers and sales representatives unveil new lines, launch new designs and introduce new categories – all for the benefit of buyers seeking all that is fresh and first in the home, rug, gift and apparel arenas. For more information, please visit [www.AmericasMart.com](http://www.AmericasMart.com" \t "_self). Follow us @AmericasMartATL or @AtlantaApparel.

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