



AmericasMart<sup>®</sup>Atlanta

The Atlanta International Gift & Home Furnishings Market<sup>®</sup>  
Showrooms: January 12-19, 2016 Temporaries: January 14-18, 2016  
The Atlanta International Area Rug Market<sup>®</sup>  
featuring the National Oriental Rug Show  
January 13-16, 2016

**MEDIA CONTACT**

Chelsea Peabody  
Strategic Relations and Media Relations Manager  
[cpeabody@americasmart.com](mailto:cpeabody@americasmart.com)  
404.220.2141

**FOR IMMEDIATE RELEASE**

**FURNISHING HOPE DEBUTS IN ATLANTA**

**City of Hope Presents Furniture Industry Initiative During January Market**

**ATLANTA – October 22, 2015**– AmericasMart<sup>®</sup> will join City of Hope’s National Home Furnishings Industry Board of Directors in its inaugural Atlanta program, *Furnishing Hope*, to support cancer and diabetes research at City of Hope National Medical Center, according to Jeffrey L. Portman, Sr., AmericasMart vice chairman, president and chief operating officer.

Staged in conjunction with the January Atlanta International Gift & Home Furnishings Market<sup>®</sup> and Atlanta International Area Rug Market<sup>®</sup>, *Furnishing Hope* marks the first official City of Hope-associated home furnishings industry initiative produced at AmericasMart. “Home Accents Today” extends the collaboration as official media partner for Furnishing Hope 2016.

“Furnishing Hope unites us in a common mission for the benefit of all lives touched by City of Hope’s groundbreaking work,” Portman notes. “It is our great privilege to help facilitate an effort of this scope and scale. Those exhibitors choosing to participate will honor and advance a cause to which we are firmly committed,” Portman adds.

The day of giving is scheduled for Thursday, January 14, when AmericasMart home furnishings and gift exhibitors will have the opportunity to support City of Hope by making a corporate donation or pledging to donate a portion of sales completed on that day. Exhibitor participation is strictly voluntary through direct interaction with City of Hope’s National Board of Directors for the Home Furnishings Industry. All funds raised will benefit ongoing research that impacts cancer and diabetes treatment worldwide. AmericasMart exhibitors wishing to participate in Furnishing Hope 2016 can find complete details at [www.CityofHope.org/furnishinghope](http://www.CityofHope.org/furnishinghope).

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“City of Hope’s debut on the AmericasMart stage represents a huge step forward in its home furnishings industry presence and relevance,” observes John Haste, senior vice president/Business Development, Surya, and a City of Hope National Home Furnishings Industry Board member. “We believe Furnishings Hope will be a catalyst for advancement with new support emerging from the large and growing ranks of Atlanta’s exhibitor community,” Haste adds.

For more information about the January Market, please visit [www.AmericasMart.com/January](http://www.AmericasMart.com/January).

### **ABOUT CITY OF HOPE**

City of Hope is a world leader in the research and treatment of cancer, diabetes, and other serious diseases. Founded in 1913, City of Hope is one of only 45 comprehensive cancer centers in the nation, as designated by the National Cancer Institute. The national home furnishings industry has been a sustaining supporter of City of Hope’s lifesaving research for more than 50 years. For more information, visit [www.cityofhope.org](http://www.cityofhope.org) or follow City of Hope on Facebook, Twitter, YouTube or Flickr.

### **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 10,300 temporary exhibiting companies. [ICON HONORS](#), 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 seven 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). Follow us @AmericasMartATL or @AtlantaApparel.

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