



AWFS Fresh Wood Student Competition to Feature New Categories; Woodcraft Continues to Support Fresh Wood through Donation Program

The Association of Woodworking & Furnishings Suppliers® (AWFS®) has announced a new Special Theme Category for the Fresh Wood student woodworking competition. The competition, which will be showcased at the 2015 AWFS®Fair, July 22-25, in Las Vegas, is open to high school and post-secondary students in accredited woodworking or related programs. Entry applications will be accepted until May 1, 2015.

The Special Theme category topic will vary with each competition; the 2015 theme of Musical Instruments is based on the overwhelming popularity of stringed musical instruments in the 2013 competition. “We have learned that high schools and post-secondary programs have adopted stringed instrument instruction as a great way to introduce students to fundamental woodworking skills”, says AWFS Assistant Education Director Adria Torrez. “We are happy to offer this new category to let guitars and other wooden musical instruments compete and shine.” Any musical instrument primarily made of wood is eligible, excluding pre-made kits.

In addition to the Special Theme category, the production-focused entry category has been revamped and renamed to Design for Production. Intended for manufacture-focused designs, this category is for products such as mass-produced commercial or residential furniture, office furniture, universal designs, RTA and public seating. CNC production designs and methods are encouraged but not required. Entrants must promote their concepts through a marketing-themed entry essay and finalist illustration board, addressing topics such as price point, efficient production methods and market intent.

Four other entry categories round out the Fresh Wood competition: case goods, chairs, tables, open. Entries will be rated by a panel of judges that represent different aspects of the industry. Judges’ scores will determine the finalist pieces that will be on display at the AWFS®Fair. AWFS® covers shipping and the majority of costs to bring students and their teachers to the Fair for the final round.

The Fresh Wood display will be located in the Supply Hall, adjacent to the bookstore, theater, lounge, and **Turning to the Future**, the new competition by the American Association of Woodturners which will showcase turned student work. This location gives attendees and exhibitors an opportunity to network with the students and teachers in the competition and expose the students to the different companies and products within the industry.

Woodcraft Donation Program Supports Fresh Wood

Woodcraft has extended their existing donation program for Fresh Wood 2015. While shopping online, Woodcraft.com customers can contribute funds to support students participating in the competition and their schools and Woodcraft will match funds. The company raised over \$10,000 for the 2013 Fresh Wood competition, which allowed the students to receive higher cash prize values and supported shipping costs and student travel allowances. Wagner Meters has also signed on once again to sponsor the People’s Choice award, which is selected by the AWFS Fair attendees and exhibitors.

The Fresh Wood entry deadline is **May 1, 2015**. Finalists will be on display throughout the AWFS Fair July 22-25, 2015. Winners will be identified and announced at an Awards Ceremony on Friday, July 24, which is open to all attendees and exhibitors. First place, second place and honorable mention awards may be given out in each category and at each school level. A “Best of Show” award will also be selected from all first place winners. A People’s Choice award, for which all AWFS®Fair attendees and exhibitors have the opportunity to vote, will also be given.

For more information and entry instructions, visit AWFSFair.org or call: **Adria Torrez**, (800) 946-2937.

About AWFS

The full-scale international AWFS®Fair, scheduled for Wednesday - Saturday, July 22-25, 2015 in Las Vegas, has become a critical hub for international commerce in the woodworking industry. The AWFS®Fair brings together the entire home and commercial furnishings industry, including manufacturers and distributors of machinery, hardware, lumber, construction materials and other suppliers to the furniture, cabinet manufacturers and custom woodworkers. For more information on the AWFS®Fair, please visit:

AWFSFair.org

Logo:

The logo for 'freshwood' features the word 'fresh' in a light green color and 'wood' in a light blue color, both in a lowercase, sans-serif font.