



AWFS
Fair
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Press Release

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AWFS®Fair and Closets and Organized Storage Magazine Announce Great Closets Challenge at 2021 Show

Anaheim, CA -- The Association of Woodworking & Furnishings Suppliers® (AWFS®) and Closets & Organized Storage Magazine, are introducing and co-sponsoring **The Great Closets Challenge**: A three-part challenge, including a Designer Challenge, a Fabricator Challenge, and an Installer/Assembler Challenge that has attendees fighting to beat the clock to assemble and install a custom designed storage unit on the show floor, which will take place in the Closets Pavilion.

"AWFS®Fair is thrilled to enhance the Closets and Organized Storage Pavilion with such a unique and engaging experience. The Great Closet Challenge will bring designers, fabricators and installers to the floor in a new way and will bring additional excitement to the Fair, throughout the duration of the show," according to Kim Roehricht, trade show director of AWFS®Fair.

"We are excited to partner with AWFS® for the introduction of The Great Closet Challenge," said Michaelle Bradford, editor, Closets & Organized Storage magazine. "This first-ever, three-part competition, is the perfect vehicle to showcase the level of experience, creativity and skill within the closets and home storage and organization industry. Both exhibitors and attendees will be able to participate in this unique event. From design concept to fabrication and installation, industry professionals and AWFS®Fair attendees will have the opportunity to compete against their peers in a one-of-a-kind immersive contest. Not only will the competition be fun and exciting, but attendees will have the opportunity to win some valuable prizes as well."

The Pavilion is complemented by the full-day Woodworking Network Closet Symposium taking place on Monday, July 19. For more information on the challenge, visit www.woodworkingnetwork.com/closets-challenge.

About the AWFS®Fair

The full-scale international AWFS®Fair, scheduled for Tuesday through Friday, July 20-23, 2021 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