



CELEBRATING 20 YEARS OF DESIGN EXCELLENCE

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NEWS RELEASE

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IIDA FOUNDATION TRUSTEES ANNOUNCE ESTABLISHMENT OF WILSONART STUDENT EDUCATION FUND

CHICAGO, IL — The International Interior Design Association (IIDA) Foundation proudly announces the establishment of the Wilsonart Student Education Fund. This fund has been established to provide financial support for activities directly related to the advancement of the professional development of IIDA Student Members in 29 domestic Chapters.

“We sincerely appreciate that Wilsonart has established this fund to support design students, and are pleased to partner with them to inaugurate the Wilsonart Essay Competition,” **Executive Vice President and CEO Cheryl S. Durst, Hon. FIIDA, LEED AP**, said. “The Wilsonart Student Education Fund firmly complements the mission of IIDA Student Mentoring Week and encourages our participating Student Members to get the most out of the mentoring experience.”

“We at Wilsonart truly value the importance of students of interior design because they’re the creative masterminds behind tomorrow’s home, work and play spaces,” Mark Kieckhafer, Specifications Sales Manager at Wilsonart, said. “It’s important for us to make sure the benefits of laminate remain part of the discussion when it’s their turn to specify a project. For these reasons, we are pleased to sponsor the Wilsonart Student Education Fund and play an active role in IIDA’s Student Mentoring Week.”

The fund’s initial contribution will sponsor the newly established Wilsonart Essay Competition for the years 2014-2016, awarding a \$1,000 prize for each year’s competition winner. The competition invites Student Members participating in IIDA Student Mentoring Week, March 31-April 4, to submit original essays about their mentoring experiences, detailing how their mentors demonstrated leadership and innovation by inspiring the students and otherwise enhancing their education.

For questions or for more information regarding the Wilsonart Student Education Fund and the Wilsonart Essay Competition, please contact Aisha Williams, Director of Industry Relations & Special Events by email (awilliams@iida.org) or telephone (312.379.5176).

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About International Interior Design Association

The International Interior Design Association (IIDA) is the preeminent Commercial Interior Design professional networking and educational association with more than 13,000 Members practicing worldwide in more than 50 countries. IIDA promotes the value of Interior Design to business decision makers and to the general public through its Members who create the exceptional environments that encompass every aspect of the human experience. IIDA is committed to enhancing the quality of life through excellence in Interior Design and advancing Interior Design through knowledge, value and community. www.iida.org