

For Immediate Release



Contact: Bob Tobe, CEO, FLOOR360
608-204-7530 btobe@floor360.com

DESIGN FOR A DIFFERENCE CHARITY MAKEOVER REVEAL SUNDAY OCTOBER 14

*FLOOR360 begins makeover work at East Madison Community Center
on September 29, completed space reveal is October 14!*

MADISON, WI (September 5, 2018) – FLOOR360, provider of high-fashion flooring announced that the staff and board of East Madison Community Center will see their ‘new’ facility for the first time on Sunday October 14 after the Design for a Difference Makeover is complete. The East Madison Community Center staff will move out of their facility on September 29 and will see the amazing results for the first time at the October 14 reveal along with their invited guests and media.

“We’re eager to start working on this year’s makeover at East Madison Community Center. With fifty interior designer volunteers, the FLOOR360 team and many generous Madison area business donors this will be the largest DFAD makeover yet,” said Bob Tobe, CEO of FLOOR360. Tom Moen, Executive Director of East Madison Community Center commented, “The program participants and staff can’t wait to see the end result of the Design for a Difference makeover.”

The makeover process began on March 21, 2018, when FLOOR360 announced that East Madison Community Center would receive a free interior makeover of their facility. Soon after that, fifty interior design professionals met and volunteered to redesigning the facility. The project goes through four phases and the design details are kept secret until reveal day on October 14:

- Planning – April and May
- Designing – June and July
- Procuring Elements – July through September
- Installation – October

Design for a Difference is a national community-driven movement that FLOOR360 brought to Madison in 2015 by organizing a free makeover of the Respite Center at RISE/Center for Families. With the help of local interior design professionals, local businesses, donors, and an army of volunteers, FLOOR360 has reached national recognition as a leader of the movement. In 2017, the Design for a Difference makeover of Centro Hispano in Madison was determined to be the largest makeover of a charity in U.S. History; valued over \$600,000, covering over 12,000 square feet, with the help of almost 150 donors and volunteers. The four Madison Design for a Difference makeovers combined have had a direct impact on approximately 15,000 individuals in the Madison community.

ABOUT FLOOR360

FLOOR360 uses design to make a difference in your home and in our community. The design and installation professionals at FLOOR360 utilize comprehensive processes that ensure a high level of satisfaction at every stage of the buying process. FLOOR360 sponsors the only design driven movement in Madison that brings interior designers and local businesses together to makeover much needed spaces at local charities. For more information, visit floor360.com/d4ad for more information.

