



THE LVT SPECIALISTS

METROFLOR ANNOUNCES ALIGNED DEALER CRUISE PROMOTION

- “Choose Your Cruise” Sweepstakes: First Consumer Focused Promotion -

NORWALK, Nov. 1 – Metroflor announced its first consumer-focused sweepstakes: “Choose Your Cruise”. Supported by the Metroflor “Cruise into Fall” POP kit, the sweepstakes will be promoted at Aligned Dealer retail outlets and on Metroflor’s various social media platforms. The promotion runs from November through the end of 2017. The goal of the sweepstakes is to continue to increase Metroflor’s social media presence and drive traffic to its network of Aligned Dealers via the dealer locator on metroflorusa.com

Directed by Aligned Dealer retail sales associates, consumers can register online for a random drawing to win \$5,000 in Princess Cruise Gift Cards, allowing the winner to “choose” the cruise of their choice. (Due to laws regulating promotions and sweepstakes, no purchase is necessary to register for the sweepstakes.)

Metroflor is encouraging its distributors and Aligned Dealers to participate with tools that will help them to promote the sweepstakes via their own websites, social media and email campaigns. The POP kits have arrived at Aligned Dealer stores, and each Metroflor distributor has been shipped a kit as well. The kit includes:

- 25 handout cards with Sweepstakes entry instructions
- Selection Center header attachment
- Sweepstakes registration microsite at metroflorusa.com/princess
- Complete sweepstakes rules



Metroflor Aligned Dealers are encouraged to take a photo in front of the Selection Center display (adorned with the Cruise into Fall POP) for Metroflor to post on its social media platforms spotlighting the Aligned Dealer.

Said Gary Keeble, Metroflor’s director of marketing, “We’re excited to offer the first direct-to-consumer promotion to our aligned dealer network. We will work together to create awareness and acceptance for Metroflor’s brands and finish 2017 with a strong sales effort at retail.”

Metroflor now has a presence across all major social media platforms:

Facebook: [@Metroflor](#)

Twitter: [@Metroflor](#)

Pinterest: <https://www.pinterest.com/metroflorcorp/>

Instagram: [metroflorlv](#) / <https://www.instagram.com/metroflorlv/>

Houzz: <https://www.houzz.com/pro/metroflor/metroflor>

LinkedIn: Metroflor-corp <https://www.linkedin.com/company/metroflor-corp>.

YouTube Channel: Metroflor Corp. <https://www.youtube.com/user/Metroflor>

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