



THE PERFORMANCE SPECIALISTS

METROFLOR LAUNCHES "DREAM ROOM GIVEAWAY" PINTEREST CONTEST

- *Pin to Win 250 sq ft of Attraxion Magnetic Flooring* -



NORWALK, CT, April 19, 2021 – Metroflor Corporation has launched a Pinterest social media contest to promote its Attraxion Magnetic Flooring: **Metroflor Dream Room Giveaway!** It's an opportunity for decorating-minded consumers to discover how easily and beautifully the magic of magnetic flooring can transform a room. Entrants are invited to reimagine their dream space – in the home office, kitchen, bathroom or bedroom - using images of Metroflor LVT with magnetic installation technology

Entering the contest is easy with just three steps:

1. Follow Metroflor at [Pinterest.com/MetroflorCorp](https://www.pinterest.com/MetroflorCorp)
2. Repin your favorite flooring from Metroflor's Déjà New with Attraxion board with the hashtag #MetroflorDreamRoom
3. Go to <https://metroflor.wishpondpages.com/dream-room-giveaway/> and enter your Pinterest username and email.

The contest runs from April 19 to May 19, 2021. Winners will be announced on May 24, 2021 for the grand prize of 250 sq ft of Metroflor Attraxion flooring. Other prizes may also be awarded to additional entrants.

Said Metroflor's Creative Services Manager Emily Fontana, "Attraxion is a newer flooring option on the market so it's relatively unknown to homeowners. But it is a great solution for residential homes due to its versatility. This contest will create awareness around this great technology, using Pinterest, a very powerful inspiration tool when it comes to decorating a home. The winner will be able to pick from any of our Attraxion SKUs to turn their Dream Room into a reality."

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