

**Immediate Release**  
**20th July 2015**

## **Campaign for Wool Announce National Industry Partnership and Platinum Sponsorship of Celebration: The ASID Awards Gala**

**Museum of Fine Arts, Boston, USA, July 2015**

The Campaign for Wool announced their National Industry Partnership and Platinum sponsorship of the 40th Anniversary Celebration of The American Society of Interior Designers (ASID), at the Museum of Fine Art in Boston on Saturday (18th July).

The Campaign for Wool is a global promotional initiative led by Patron, His Royal Highness The Prince of Wales. Issuing a video message from the Prince to the ASID at a major gathering of the interior design community, the Prince referenced the importance of America to the global design industry.

The Campaign was launched by the Prince in the United Kingdom in 2010 and has quickly garnered leading brands and partners across the world behind the natural, sustainable story of real wool. It is now active in fourteen countries and has instigated impressive promotional activity in both fashion and interiors attracting the world's leading brands and designers. At the heart of the Campaign's agenda is to fulfill greater understanding of the versatility, performance and luxurious beauty of the fibre.

### **Campaign for Wool**

"As a new National Industry Partner of the ASID, we are delighted to be a Platinum Sponsor at this wonderful celebration and in this prestigious location. Our Campaign aims are to create a network of true understanding about real wool and to share this with the design world. We find that those who respond best to our message, are usually dynamic professionals with a measurable understanding of quality and style and who, through their work have a need for performance and credibility from the products they choose. Both of which real wool has on many levels. And so this Platinum sponsorship commends our wool to the ASID, which we know acts as a beacon for quality in design and design materials. We wish you and your members continued success for the future and look forward to participating in that journey." Bridgette Kelly, Interior Textiles Director of The Campaign for Wool said.

### **ASID**

'ASID is proud of our new partnership with the Campaign for Wool. ASID honors and represents those who are transforming lives for the better through interior design and I believe The Campaign for Wool and its patron, His Royal Highness The Prince of Wales, seek to promote similar values through the campaign," said ASID CEO Randy Fiser. "The Campaign seeks to educate the public about the benefits and versatility in wool in order to support a global community of small businesses and local farmers, whose livelihoods depend on the wool industry. In this way, the Campaign seeks to transform lives for the better. I look forward to the many ways our organisations may collaborate in the future."

### **Community References**

#choosewool

@campaignforwool

**Ends**

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