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Contacts:

Kelly Winkler
White Good
717.690.9768
kwinkler@whitegood.com

Amanda Oey
HL Group
646.572.0579
aoey@hlgrp.com

National Kitchen & Bath Association (NKBA) Engages White Good and HL Group To Manage Public Relations and Marketing Efforts

HACKETTSTOWN, NJ – (April 16, 2018) – The [National Kitchen & Bath Association](#) (NKBA), the world’s leading trade association for the kitchen and bath industry providing tools, research, certification and events to thousands of professionals, has selected [White Good](#) and [HL Group](#) to manage the association’s public relations and marketing efforts.

“We are pleased to welcome both White Good and HL Group into the NKBA family,” said Suzie Williford, executive vice president of industry relations and chief strategy officer for the National Kitchen & Bath Association. “The strategic approach both White Good and HL Group bring to our organization will help us further the impact of our core programs and initiatives while establishing NKBA’s voice beyond the kitchen and bath industry.”

On behalf of NKBA, White Good will handle strategic marketing communications, with a focus on paid and earned media relations, trade-show and event support primarily for the design industry, and the organization’s extensive partnership and ambassador programs. HL Group will implement a corporate positioning strategy, focused on thought leadership and building awareness of the organization to a broader business audience. Together, HL Group and White Good aim to boost the visibility of NKBA’s brand and expertise while also highlighting specific NKBA programs.

“The NKBA is the heart of the kitchen and bath industry, bringing together the absolute best designers, remodelers, manufacturers and retail professionals who create beautiful and innovative designs. We are

honored to be a part of the NKBA team to help support these incredible professionals and further elevate the entire association,” said Sherry Qualls, president of White Good.

“As the voice of a \$150 billion industry, the NKBA is uniquely positioned to be a strong and sustained opinion leader in many of the important economic and job market issues facing our country today,” said Amy Hufft, president of HL Group. “We look forward to elevating NKBA’s brand beyond the kitchen and bath trade and highlighting its expertise to new and relevant business audiences.”

About White Good

A member of the American Association of Advertising Agencies, White Good is a fully integrated marketing communication agency dedicated solely to building the brands of manufacturers and marketers of furnishings, decorative finishes and building products for the residential and commercial market segments. For more information, visit whitegood.com.

About HL Group

HL Group is a strategic marketing and communications agency representing a diversified client roster spanning lifestyle, fashion, travel and hospitality, beauty, home and interior design, consumer goods, as well as corporate, media and civic concerns. Client services include strategic brand consulting and advisory, consumer and corporate media relations, social and digital media marketing, experiential marketing, influencer engagement, and reputation and crisis management. HL Group is an MDC partner firm (NASDAQ: MDCA), with offices in New York and Los Angeles. For more information, visit hlgroup.com.

About the National Kitchen & Bath Association

The National Kitchen & Bath Association (NKBA) is the not-for-profit trade association that owns the Kitchen & Bath Industry Show® (KBIS), as part of Design and Construction Week® (DCW). With nearly 14,000 member companies representing tens of thousands of members in all segments of the kitchen and bath industry, the NKBA has educated and led the industry since the association's founding in 1963. The NKBA envisions a world where everyone enjoys safe, beautiful and functional kitchen and bath spaces. The mission of the NKBA is to inspire, lead and empower the kitchen and bath industry through the creations of certifications, marketplaces and networks. For more information, visit NKBA.org or call 1-800-THE-NKBA (843-6522).

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