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**DURHAM FURNITURE GETS SOCIAL AT FALL HIGH POINT MARKET WITH CUSTOM PRODUCT GIVEAWAY**

**HIGHPOINT, N.C. –** As part of its year-long 120th anniversary celebration, Durham Furniture will host a social media contest during the Fall High Point Market to further connect with the next generation of consumers and highlight the company’s vast customization capabilities. The contest will run Oct. 8-22 on Facebook, Instagram and in the Durham Furniture showroom located in the International Home Furnishings Center, space G1082.

Retailers, designers and consumers are invited to enter the contest for a chance to win an Open Console Cabinet in the finish of their choice. To enter the giveaway, users must like the designated contest post and vote on their favorite Durham Furniture custom finishes by leaving a comment with the finish name. Users must be following the Durham Furniture [Facebook](https://www.facebook.com/durhamfurnitureinc/) or [Instagram](https://www.instagram.com/durhamfurnitureinc/) page to be eligible to win.

“Our online presence is continuing to grow and expand with our extended social media efforts,” said Luke Simpson, president and CEO. “Implementing a solid social media strategy has allowed us to connect with our retail and interior design partners as well as consumers on a deeper level and gain additional insight into the types of products they like to see from us.”

Additional entries can be gained by sharing the contest post, tagging a friend in the comment section and including the company’s hashtag, #SolidStyle when voting. Market attendees can gain one extra entry by dropping a business card in the Durham Furniture showroom.

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DURHAM FURNITURE SOCIAL MEDIA CONTEST

TAKE 2-2-2-2-2

 “Not only did we want to connect with consumers through this contest, but we also wanted to engage designers and retailers in attendance at High Point Market,” said Simpson. “Sometimes you just need a break from the Market madness and a chance to win an exciting prize!”

On October 22, one grand prize winner will be chosen at random and contacted via social media to claim their prize. The winner will be connected with a Durham Furniture customer service representative to customize their prize.

Since 1899, Durham Furniture has been committed to making solid wood furniture of exceptional quality, design and enduring value. With a proven legacy of integrity and dependability, Durham, a winner of numerous design awards, is among the premier bedroom and occasional furniture manufacturers in North America. The Durham brand also includes Solid Accents, offering more than 40 finishes for some pieces and collections, and PerfectBalance, offering furniture that is the right style, right finish and right size. All furniture is crafted at the Ontario, Canada, plant using lean manufacturing methods, while still relying extensively on the human touch.

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