



FURNITURE SAFETY WEEK

OCTOBER 2024

ALLIANCE 4 SAFETY

Furnishing Safer,
Healthier Homes





PURPOSE

An annual event designed to engage all segments of the home furnishings industry in public conversation about furniture and home safety.

Presented to AHFA's Board of Directors and approved in May 2023.



3 KEY OBJECTIVES

- 1.** Improve consumer awareness of home safety issues that involve furniture, including clothing storage furniture, recliners, bunk beds and more.



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- 2.** Improve media awareness of our industry's integral role in developing and maintaining product safety standards and in promoting safe use of home furnishings.

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3. Nurture our collaborative relationships with the child safety organizations and parent groups that joined us in promoting STURDY ... for the purpose of strengthening the impact of efforts to elevate awareness of safety issues involving home furnishings.

FURNITURE SAFETY WEEK TASK GROUP

Max Dyer, Vice President of Marketing, La-Z-Boy Casegoods

Cole Bawek, Vice President, Public Relations & Communications, Ashley Furniture

Jessi Ebben, Public Affairs Manager, Ashley Furniture

Kristin Hawkins, Senior Director of Public Relations, Hooker Furnishings

Helen Bautista, Senior Vice President of Marketing & Digital, Havertys

Lauren Ring, Brand Manager, Havertys

Felicia Steinberg, Director Community Relations & Partnerships, City Furniture

SAFETY WEEK TOOLKIT

- **Furniture Safety Week Logo**
- **7 days of social media posts/graphics**
- **Press releases for companies to share with local media, as well as releases shared by AHFA with national outlets**
- **Furniture-focused safety tips for parents, emphasizing buying tips, including furniture in routine child-proofing, and going to AnchorIt.gov for anchoring how-to information.**
- **Content posted on the [Alliance4Safety](https://Alliance4Safety.com) website.**