

HICKORY CHAIR®

For Immediate Release

HICKORY CHAIR COLLABORATES WITH THE COMMON THREAD FOR THE CURE TO RAISE AWARENESS AND SUPPORT FOR BREAST CANCER IN THE FURNISHINGS INDUSTRY

October 12, 2023 – High Point, North Carolina – This fall at the International Home Furnishings Market, Hickory Chair will proudly demonstrate its support for The Common Thread for the Cure Foundation®. Over the years, the company has had many employees impacted by breast cancer. Hickory Chair became a loyal supporter of the foundation four years ago when they were made aware of this important organization that not only gave support to an employee, but importantly, has been supporting the furnishings industry for 23 years. This market Hickory Chair will support the foundation by donating this beautiful Jules Chair that has been upholstered in a soft pink fabric that was donated by Crypton® Home. The company will display this beautiful Jules Chair in its new showroom at 200 N. Hamilton to allow guests the opportunity to scan a QR code, register on the Donate Now page and a chance to win the chair. All proceeds will be donated to the foundation.



“Crypton is thrilled to partner with our friends at Hickory Chair to support an amazing cause for TCTFTC. As a board member, I am proud of our foundation’s dedication and compassion to give back to those battling breast cancer. Its exciting to have this opportunity to unite, educate and generate funds that will impact many lives within our design community. We want those battling breast cancer to focus their efforts on healing and fighting while we help make a difference.”-Director, Kelly Ponder

Countless members of the furnishings industry are diagnosed with breast cancer each year. While there are many organizations that raise funds for breast cancer research, this foundation raises awareness for breast health and support for individuals in our industry. “As 501 (c)(3) nonprofit organization, The Common Thread for the Cure Foundation is the united effort of the varied businesses and individuals within the furnishings and design industries

to support their own in the battle against breast cancer,” shares Jane Barea, President. “The Common Thread for the Cure Foundation” is here to relieve some financial stress so survivors can focus on what is critical to them—survival. 2023 has proven to be a record year. We have provided over \$175,000 in support to individuals in our industry this year.”

The foundation focuses on patient well-being. They support individuals that are fighting breast cancer by offering helpful support and financial assistance. “I know personally that this is a frightening, overwhelming time when you have been diagnosed and are going through treatment. Fortunately, we belong to an industry that cares. I cannot imagine my journey without support from my co-workers, industry friends and this foundation,” states Laura Holland, VP Marketing and Board Member. She continues, “giving back by helping others is an important part of moving ahead with your life after a major

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illness such as breast cancer. Serving on the board of directors has allowed me to help make a difference in the lives of many battling breast cancer.”

The Foundation’s support grants provide relief from some of the stress that comes with the diagnosis. Anyone diagnosed within the home furnishings and design industry may request a grant for themselves or for a member of their immediate family. The grants can be used for whatever the survivor feels will provide the most benefit. Over the years, grants have been used for paying medical deductibles, housing during treatment away from home, mortgage payments, tuition for a child to continue college, car and home insurance costs, and taxes.

To donate to the Common Thread for The Cure and to enter for a chance to win this beautiful Jules Chair, visit Hickory Chair during the High Point Market at its new showroom located at 200 N. Hamilton, South Court #300 or at the Common Thread for the Cure event held on Friday, October 13th at the Hall of Fame from 5:30 to 7 pm, or visit the foundation’s website Donate Now page: <https://www.commonthreadforthecure.org/donate-now>. In the Dedication section of the donation form, type in Hickory Chair Jules Chair Event in the ‘Reason for Donation’ field to be entered for a chance to win. On Wednesday, November 1st a drawing for this beautiful Jules Chair will be held. Winner to be notified by Friday, November 3rd. No donation is necessary to enter. Must be a U.S. resident to win. One entry per person. The prize for this drawing is the Jules Chair depicted in this press release, and may not be redeemed for cash value.

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About The Common Thread for the Cure Foundation®

The Common Thread for the Cure Foundation was established in 23 years ago. Its board members are volunteers that donate their time and resources to educate members of our industry about the organization. For some individuals, the cost of a cancer journey can be staggering. The foundation’s support grants are available to individuals working in our industry that either are personally or have an immediate family member currently battling breast cancer. For others, it is support in the form of information ranging from locations of wig banks, to counselors or other agencies in their area. Each individual that contacts the foundation has a different need. We invite potential new sponsors, grant applicants, press and those wishing to donate to visit the website to learn how to get involved.

To learn more visit commonthreadforthecure.org.

About Hickory Chair

For more than 112 years, Hickory Chair has been crafting custom wood and upholstered furnishings in a wide range of classic styles. Inspired by such historical sites as Winterthur Estate and the estates along the James River in Virginia, as well as by noted furniture authorities such as Suzanne Kasler, Ray Booth, David Phoenix, Susan Hable, Kim Scodro and Mariette Himes Gomez, Hickory Chair’s hallmark is luxurious yet livable furniture that’s made to order and made to last. Please visit hickorychair.com for product information, or contact us with special requests. Hickory Chair, LLC is a wholly-owned subsidiary of the Rock House Farm Family of Brands.

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