

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 23, 2024 – High Point, North Carolina – This fall at the International Home Furnishings Market, Hickory Chair will proudly demonstrate its support for not only Breast Cancer Awareness month, but also, 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 over five years 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 24 years. This fall Hickory Chair will support the foundation by donating this beautiful Isaac Wing Chair that has been upholstered in a luxurious soft pink antique velvet fabric. The company will display this beautiful wing chair in its new showroom at 200 N. Hamilton to allow guests the opportunity to scan a QR code to register on the Donate Now page for a chance to win the chair. All proceeds will be donated to the foundation.



Hickory Chair is an advocate and works to support this foundation. Over the years too many employees, family members and industry friends have had breast cancer. When the company learned about the foundation through an employee being treated for breast cancer in 2018, we immediately shared the information with all of our employees and began working to raise funds that the foundation could use to provide support grants. "I wholeheartedly support the foundation's mission to raise awareness for breast cancer. Together, we can empower individuals to prioritize their health, foster early detection, and ultimately save lives. Every voice matters in this fight, and I am proud to stand with those working tirelessly to bring hope and support to those affected by this disease," shares Federico Contigiani, Hickory Chair president.

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. 2024 has proven to be a record year. This year we have provided over \$300,000 in financial support to individuals in our industry faced with breast cancer treatment."

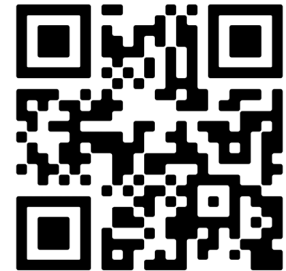
The foundation focuses on patient well-being. They support these individuals fighting breast cancer by offering helpful support and financial assistance. "I know personally that this is a frightening, overwhelming time when you have been diagnosed and are going through treatment. Fortunately, we belong 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. With support of my company to volunteer my time, serving on the board of directors has allowed me to pay it forward helping 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 design and furnishings 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 to them. Over the years, grants have been used for paying medical deductibles and other medical expenses, housing and travel expenses during treatment away from home, mortgage payments, tuition for a child to continue college, wigs, holistic medicine, childcare and other expenses they choose to offset with our financial support.

To donate to the Common Thread for The Cure and to enter for a chance to win this beautiful Isaac Wing Chair, visit Hickory Chair during the High Point Market at its new showroom located at 200 N. Hamilton, South Court Suite 300. One may also click on the website link to: <https://www.commonthreadforthecure.org/donate-now>. In the Dedication section of the donation form, select in Hickory Chair Wing Chair Event” in the ‘Reason for Donation’ field to be entered for a chance to win. On Monday, November 25th a drawing for this beautiful Issac Wing Chair will be held. Winner to be notified by Monday, December 2nd. 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 Issac Wing 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 24 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. Everyone 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

Since 1911, 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 has 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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