

Creative COMMUNICATION SERVICES

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“Whitewood Industries’ John Thomas Division Partners With Coastal Conservation Association”

Thomasville, N.C. — John Thomas Furniture, a division of Whitewood Industries, has partnered with the Coastal Conservation Association (CCA) to support conservation efforts.

According to Bryan Sprinkles, John Thomas Furniture’s Sales and Marketing Manager, the divisions Coastal Classics Collection afforded the company a unique opportunity to support a worthy cause.

The Coastal Classics collection, a popular part of John Thomas Furniture’s SELECT program, was introduced in 2012. Shoppers are able to have coastal inspired art work printed on their dining tables through a unique process incorporated into the products finishing process.

The company, prior to the October 2016 High Point Market, began talks with the CCA on how the sales of their newest introduction, a sea turtle table, might benefit the organization’s goals.

“It just made sense,” says Sprinkles. “The Coastal Classics Collection is all about the beauty of the sea, the experience, and nature. The new sea turtle table is the purest expression of that experience.”

The company, who will donate for auction The Coastal Classic 1st edition sea turtle table produced and exhibited during Market, at the Association’s annual fundraiser this Thursday, has also promised to donate a portion of each tables sales to the Association’s efforts.

According to David Sneed, Executive Director Coastal Conservation Association North Carolina, sea turtles are a federally-protected, endangered species and the CCA strongly supports its protection. The Association’s advocacy work is directed at the removal of destructive gear from managed waters to stop the needless killing of sea turtles and other bycatch. (Further information can be found at the CCA’s educational website at www.savencsounds.org.)

The table will be donated during NC’s CCA Triad Chapter Banquet Thursday, November 10th at 6:00 at the High Point Country Club located at 800 Country Club Drive, High Point, NC. Tickets can be purchased for \$70 by calling 336.906.5749 or by calling the CCA office at 919.781.3474.

About Whitewood Industries

Founded in 1982 as a distributor of ready-to-finish furniture to retail stores throughout the

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eastern United States, Whitewood Inds. has evolved into a leading supplier of finished and unfinished furniture sold through leading retailers nationwide as well as designing and manufacturing for the hospitality and contract furniture industry.

Today, its four divisions include: Whitewood Ready-To-Finish (unfinished furniture), John Thomas Furniture (casual dining and custom finish programs), International Concepts (a supplier to specialty retailers) and Custom Contract Furnishings (designer/manufacturer contract upholstery). Whitewood is headquartered in Thomasville, N.C., where it employs 250 workers and has manufacturing, warehousing, corporate office and showroom facilities totaling 578,000 square feet. For more information, visit www.whitewoodfurniture.com.

About CCA (Coastal Conservation Association)

CCA has more than 206 chapters of organized anglers throughout 17 coastal states with a current combined membership of close to 100,000.

CCA's state and national staff members coordinate more than 400 chapter events and fundraisers each year.

CCA has more than 80 state and national committees, 150 national board directors, more than 900 board members – on local, state, and national levels – and tens of thousands of active volunteers contributing to the organizations daily development and growth.

CCA is recognized by fisheries managers as instrumental in the recovery of redfish, king mackerel, Spanish mackerel, speckled trout, striped bass, Gulf grouper, and Atlantic weakfish.

CCA helped establish game fish status for billfish and redfish, net bans in four states, and the prohibition of many destructive gear types. We have been instrumental in establishing far-reaching conservation legislation on both the state and federal levels.

CCA has a legal defense fund that has been used to defend net bans and bycatch reduction devices, support pro-fisheries legislation, and enforce existing regulations.

CCA has led the battle to protect recreational anglers' freedom to fish. When it is adopted into law, the Freedom to Fish Act will provide reasonable guidelines for the use of Marine Protected Areas by fishery managers and restricts the use of no-fishing zones for recreational fishermen to instances where all other fishery management tools have failed to fix the problem.

CCA has a registered lobbyist in Washington D.C. and has been active in critical fisheries debates since 1984. They currently retain as many as 17 professional state and federal professional lobbyists.

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