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www.nourison.com

FOR IMMEDIATE RELEASE

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## Nourison Launches 40 Acts of Kindness Initiative

SADDLE BROOK, NJ — March 6, 2020 – Leading floor covering and home accents manufacturer Nourison has launched a 40 Acts of Kindness initiative for 2020, encouraging and inspiring their employees to complete 40 acts of kindness throughout the year. Nourison and many of their employees are actively involved in charitable work, but this initiative encourages the company to complete the 40 Acts of Kindness goal as a team. The acts of kindness can range from donating to a charity, volunteering time to a food bank, mentoring youth, or planting trees.

As part of their 40th anniversary campaign this year, Nourison is focusing on the values that have contributed to the company's success and will continue to drive the company's future. These four values are innovation, tradition, passion, and responsibility. This 40 Acts of Kindness initiative focuses on the responsibility value.

"As a company, Nourison has a responsibility to our employees, customers, and the world we live and work in," said Andrew Peykar, president at Nourison. "We hope this initiative will encourage our employees to work together to give back and pay it forward."

This initiative highlights all the charitable work Nourison's employees do and seeks to inspire others to participate as well. The company is matching many of the employee donations as part of this charitable effort. Each month Nourison will highlight charitable organizations that their employees support and share them at [www.nourison.com/40-acts-of-kindness](http://www.nourison.com/40-acts-of-kindness).

### About Nourison

Nourison is a leading global floor covering company that produces extensive collections of area rugs, broadloom carpet, and home accessories at multiple price points from low to mid-market to luxury. Nourison is one of the few fully vertically integrated companies in its segment, overseeing almost every aspect of the manufacturing process. As a result, the company boasts exceptional speed-to-market, shipping more than 95 percent of its product orders within 48 hours. The focus on customer service has helped Nourison become a valued partner within the home furnishings and hospitality industries to both retailers and interior designers.

Nourison was founded in New York by brothers Alex, Steven, and Paul Peykar in 1980, and remains a family-owned company. Its product assortment includes licensed collections from well-known brands such as *CALVIN KLEIN*, Kathy Ireland, Waverly, Christopher Guy, and more.

For further details, visit [www.nourison.com](http://www.nourison.com).

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