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**CALLING ALL EXTRAORDINARY AND INSPIRATIONAL
HOME DESIGN PROFESSIONALS AND ENTHUSIASTS:
NCI LAUNCHES "WHAT INSPIRES YOU?" SOCIAL MEDIA CONTEST**

A Chance to Win \$10,000 Cash and All-Expense Paid Trip to Paris

(BOSTON, MA) -- April 21, 2010 -- The explosion of social media tools and networks, like Facebook, Twitter and LinkedIn, create a unique opportunity for design professionals, retailers, showrooms, service providers and other luxury home design businesses to get active driving their profiles and brands on the web. DesignSherpa, a revolutionary [Internet marketing service](#) for the home design and remodeling industry from Network Communications Inc., the country's largest group of [regional home design media brands](#) including *Atlanta Home and Lifestyles*, *At Home in Arkansas*, *Colorado Homes & Lifestyles*, *Kansas City Home & Garden*, *Mountain Living*, *New England Home*, *Seattle Homes & Lifestyles*, *St. Louis Home & Lifestyles* and more, today announces a new [social media contest](#) that provides an opportunity for those in the greater design community – even those who blog about design -- to share what inspires them for a chance to win amazing prizes, including a \$10,000 cash prize plus a paid trip to Paris. All inspiring entries will be reviewed and judged by an esteemed panel of high-profile stylemakers that reads like a Who's Who in the design world, including Diane Carroll, Tobi Fairley, Michael Fink, Elaine Griffin, Marcia Sherrill, and Clinton Smith.

"Social media tools help home design businesses organize an engaged online community that drives meaningful leads and referrals for their companies. Likewise, consumer design enthusiasts have been sharing their design sensibility and building profiles for themselves in the Design blogosphere, an option not unavailable to them before the proliferation of social tools," says Adam Japko, president NCI's Home Design division. He adds, "So, we thought we would add a little more excitement to the talented community of writers that is already generating amazing content on the web, and to those that aspire to inspire, but are undiscovered so far. The core of our success as media brands in the Home Design marketplace evolved out of a unique approach working with our clients and local trade in countless ways to drive connection and business results. This is one of those more innovative and totally fresh initiatives to help accomplish that."

Here is how the "[What Inspires You?](#)" online contest works:

The Grand Prize winner will be determined by advancing through four (4) phases by a distinguished judging panel of leading design experts.

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Phase I: Entrants submit a 100-word post and image on what inspires them.

Phase II: The one hundred (100) entrants with the highest scores will submit a 350-word post about an interior or architectural design topic that communicates their unique passion for design.

Phase III: The top ten (10) entrants will submit a video of no longer than three (3) minutes produced and created by them that is both entertaining and informative about some element of home design.

Phase IV: Three (3) Finalists will each be interviewed via phone to determine the Grand Prize winner of:

- \$10,000 cash prize
- Expense Paid 10-day trip for one to Paris, France, with a retail value of \$15,000, that includes: round-trip airfare, hotel accommodations at the Jean-Louis Deniot designed Hotel Racamier, and a 4-day pass to the annual 'Maison & Objet' trade show in January 2011
- Plus, the opportunity to contribute to the community of DesignSherpa blogs

Japko notes, "DesignSherpa is an affordable monthly turnkey social media marketing solution for home design professionals. We are bringing our years of experience in the local home design media business and our working knowledge of social media networks to the implementation of DesignSherpa. So far, since our launch last Fall, response has been overwhelmingly positive and across all of NCI's markets, we are managing close to 1000 social media programs for local businesses. We're excited to watch the design community take its engagement to the next level by sponsoring our "***What Inspires You?***" contest, showcasing the best professional and consumer design personalities and sensibilities. It's a chance to really make someone a design star."

To find out more about DesignSherpa or to enter the DesignSherpa "***What Inspires You?***" online contest, go to www.Design-Sherpa.com. Contest closes June 21st, 2010. No purchase necessary. Open to legal residents of the 50 U.S. states and DC, age 18 or older.

To interview Adam Japko, please contact Tami McCarthy at 212.750.5755, or via email at Tami@TMGpr.com.

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WHAT INSPIRES YOU? JUDGING PANEL:

DIANE CARROLL: A veteran design journalist, Carroll joined the Network Communications, Inc., team in 2009 as Editor in Chief of *At Home in Arkansas*, a highly successful statewide design publication that she and her staff have transitioned into a regional design resource with a thriving online audience and strong social media presence.

Previously, Carroll served as a regional editor and ongoing contributor for a variety of residential design publications, including *Metropolitan Home*, *Traditional Home*, *House Beautiful*, *Better Homes & Gardens*, *Ladies' Home Journal*, *Renovation Style*, *Kitchen and Bath Ideas*, and a wide range of specialty magazines. In her 15-year stint as a regional editor based in Dallas, her stories graced the covers of *House Beautiful*, *Metropolitan Home* and *Traditional Home* numerous times. Working with Meredith Publications, Carroll's work was also featured in multiple books, including *Discovering Home*, *New Classic Style* and *Real-Life Decorating*.

TOBI FAIRLEY: Selected by *Traditional Home Magazine* as one of the Top 20 Young Designers in America for 2009, Fairley has a signature look that is fresh and simple combining colorful, large-scale geometric prints with classic furniture styles for a beautiful and functional result. Since establishing her firm a decade ago, Fairley's projects have spanned the southern region and the nation from Charleston to Los Angeles. Her award-winning designs for high-profile and celebrity clients have been featured on HGTV and published in *Traditional Home*, *Better Homes and Gardens* special publications, and have graced the cover of *At Home in Arkansas Magazine* 6 times.

Fairley's design blog, which chronicles the happenings at her luxury residential design firm and highlights her favorite things, has gained immediate popularity since its launch in September 2008. She is currently working on product designs for several companies that will be introduced in 2010 and has become a popular speaker at industry events across the nation sharing both her business and blog successes.

MICHAEL FINK: Currently the dean of the School of Fashion at The Savannah College of Art and Design (SCAD), Fink was named to the post in the fall of 2009. Prior to his appointment at SCAD, he was vice president and women's fashion director at Saks Fifth Avenue where he was responsible for forecasting women's seasonal trends as well as analyzing and supporting the women's fashion and women's accessories selection for stores nationwide. He also developed product, both private label and branded, and played a key role in integrating the seasonal fashion message into his Saks.com series "Front Row at the Shows," marketing concepts, advertising and windows.

Fink has toured extensively throughout the country lecturing on fashion trends. A fashion expert in local, national and international media, Fink was a frequent commentator on "Full Frontal Fashion," and also appeared on "The Today Show," CNN and as a fashion adviser on "The Apprentice." He has been featured in *The International Herald Tribune*, *USA Today*, *The New York Times*, *Harpers Bazaar*, *Time Magazine* (India), and *Marie Claire*, among others.

ELAINE GRIFFIN: A Yale-educated native of Georgia (B.A., Art History) who studied postgraduate at the New York School of Interior Design, Elaine began her design career in the office of architectural behemoth Peter Marino. She is a contributing editor of *Elle Decor* and is ranked as one of *House Beautiful's* Top 100 American Designers. A participant in the 2003 Kips Bay Decorator Showhouse, Elaine's work has been featured in publications including *Elle Decor*, *House Beautiful*, the *New York Times*, *Daily News and Post*, *Better Homes & Gardens*, *Southern Accents*, *New York magazine*, and *Oprah's O at Home*. Elaine's first book, *Design Rules: The Professional's Guide to Do-It-Yourself Home Style*, was published by Gotham Books in Fall 2009.

MARCIA SHERRILL: A member of the prestigious Council of Fashion Designers of America, Sherrill's handbag designs are in the Metropolitan Museum of Art's Permanent Collection at The Costume Institute. She served on the board of The Fashion Institute of Technology's Accessories Department for 15 years. Her designs have been featured over 700 times in *W*, *Women's Wear Daily*, *Elle*, *InStyle*, *Vogue*, *Style.com*, *Harpers Bazaar*, *Self*, *Mirabella*, *Lucky*, *The New York Times*, *Town & Country*, *Departures* and *Travel & Leisure*, among others.

Sherrill is co-author of the ground-breaking *Portraits of Hope*, the first book focused on breast cancer survivors from every age, race and gender. Her next work, *Stylenmakers: Inside Fashion*, featured the insider personalities that drive the fascinating world of fashion. Beginning as a writer and contributing editor for New York's *Avenue* and the *Hamptons Country* magazines for 6 years, Sherrill writes for *Atlanta Homes & Lifestyles* and has also written for *Elle Décor*, *Southern Accents* and *House Beautiful*.

CLINTON SMITH: An award-winning journalist and the editorial director of *Atlanta Homes & Lifestyles*, Smith has covered the fields of style, design and travel for a decade. Under his leadership, *Atlanta Homes & Lifestyles* has garnered numerous awards and accolades, including a Gold GAMMA for Best Design from the Magazine Association of the Southeast. In 2006, he was personally awarded the Media Award from the American Society of Interior Designers (ASID) Georgia Chapter. Smith is currently a member of the Advisory Board of the Department of Journalism at the University of Mississippi (Ole Miss), his alma mater. He is a former member of the board of directors of the Museum of Design Atlanta and is a

member of the Institute of Classical Architecture and Classical America, as well as the Atlanta Press Club.

Smith's versatility as a writer has led him to pen articles on a number of lifestyle topics— from dog spas to pretty paint palettes. An established authority on matters of taste and style, Smith has been quoted frequently in *The Atlanta Journal-Constitution* on style and design-related articles, made numerous TV appearances on WXIA-TV (NBC) and Fox 5's Good Day Atlanta, and spoken at numerous events at the Atlanta Decorative Arts Center and AmericasMart.

About Network Communications, Inc.

Network Communications, Inc. is the leading publisher of printed and online real estate information in North America. The company was acquired by Court Square Capital Partners in January of 2005. Its magazines are read by over 12 million readers in over 500 markets and deliver more than one million leads to advertisers each month. Network Communications' assets, *The Real Estate Book®*, *Apartment Finder / Blue Book™*, *Mature Living Choices®*, *Black's Guide®*, *New Home Finder®*, *Unique Homes™*, *Kansas City Homes & Gardens™*, *By Design Publishing*, *Atlanta Homes & Lifestyles*, *Atlanta Home Improvement*, *At Home In Arkansas*, *Relocating in Las Vegas*, *Colorado Homes & Lifestyles*, *St. Louis Homes & Lifestyles*, *Seattle Homes & Lifestyles*, and *Mountain Living*, include publications that millions of readers around the country turn to when looking for the latest information about the real estate and home design markets. Online magazine content can be accessed at www.nci.com.

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