

■ For Immediate Release

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CENTRO HISAPNO TO RECEIVE DESIGN FOR A DIFFERENCE MAKEOVER

FLOOR360 brings together interior designers and local businesses to provide a free makeover for local non-profit

MADISON, WI (April 6, 2017) – FLOOR360, provider of high-fashion flooring and designs announced that Centro Hispano in Madison, WI will receive the 2017 Design for a Difference Makeover free of charge. Local interior designers work with an army of suppliers, installers, painters, and other volunteers to come together over the course of the year to plan and provide a much needed interior design makeover for Centro Hispano, 810 West Badger Road Madison, WI.

“Design for a Difference is an opportunity for the design team to use their talents to do a great makeover for a local charity,” said Bob Tobe, CEO of FLOOR360. Karen Menendez Coller, executive director of Centro Hispano commented, “When you see 5,000 clients a year, our space and our building are almost as meaningful as our programs, I’m overjoyed, I hope my words reflect that because it’s absolutely incredible. It’s such a gift.”

There are four phases in the 2017 Design for a Difference / Centro Hispano makeover process:

- Planning – April and May
- Designing – June and July
- Procuring Elements – July through September
- Installation – October

A variety of sponsors and volunteers have donated time, money and materials to make the Design for a Difference makeover happen each year since 2015. FLOOR360 coordinates the services of local interior designers and business partners who are eager to lend a hand to help a local non-profit make over their spaces so they can focus on their programs, services and mission. The numbers generated by these makeovers are impressive. To date, cumulatively, there have been over 300 volunteers and businesses involved, \$440,000 in labor and materials donated, and over 5000 clients and families served.

FLOOR360 collected nominations for the 2017 Design for a Difference Makeover from December 2016 through February 2017. The selection committee consisted of Bob Tobe FLOOR360 CEO, Angela Skalitzky FLOOR360 Vice President Retail Sales/Design, NBC15 representative Geoff Shields, BRAVA magazine representative Jennifer Rosen-Heinz, 2016 Design for a Difference Makeover recipient The Rainbow Project Executive Director Sharyl Cato, and 2015 Design for a Difference Makeover recipient Center for Families Director of Development Julie Sheldon. Centro Hispano was notified privately at the beginning of March, and the selection announcement was made to the public at the Spring into Design event at FLOOR360 on March 23, 2017.





ABOUT FLOOR360

FLOOR360 uses design to make a difference in your home and in our community. The design and installation professionals at FLOOR360 utilize comprehensive processes that ensure a high level of satisfaction at every stage of the buying process. FLOOR360 sponsors the only design driven movement in Madison that brings interior designers and local businesses together to makeover much needed spaces at local charities. For more information, visit www.floor360.com

ABOUT CENTRO HISPANO

Centro Hispano of Dane County was founded in 1983 by a group of community volunteers, including Ilda Thomas Contreras, who also served as the agency's first executive director, to meet the emergent needs of Cuban refugees recently settled in Madison. However, as the Latino community in Dane County grew and diversified over the years, so did Centro's programs and services. In 2006, Centro Hispano became the owner of an 18,000 square foot facility at 810 West Badger Road in the heart of Madison's south side. For more information visit www.micentro.org

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