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Shaw Contract Group's Carpet Reward Program Accepting Nominations for 2007

Kirtland High School Wins 2006 Reward

Dalton, Ga. - January 5, 2007 – For the fourth consecutive year, Shaw Contract Group will award free high-performance carpet to a Blue Ribbon or Title I Distinguished School through its Carpet Reward program. Schools that have earned 2006 Blue Ribbon of Distinguished School status from the U.S. Department of Education are eligible to compete for this award.

Carpet has been proven to enhance the atmosphere within a school. According to a study of K-12 educators conducted by Beth Schapiro & Associates, more than 92 percent of teachers feel that classroom design is a strong influencer on student learning. Carpet is the flooring of choice for 70 percent of teachers surveyed. The presence of carpet on school floors also helps prevent injuries from falls, reduces noise and insulates classrooms.

“Carpet provides the greatest opportunity to impact the aesthetics of a school within a limited budget because it occupies so much space,” said Jeff West, vice president of marketing for Shaw Contract Group. “Shaw Contract Group hopes this year’s eligible schools will take advantage of this great award opportunity giving them an opportunity to improve their school’s aesthetics and learning environment, free of charge.”

Kirtland High School, in Kirtland, Ohio, is the recipient of the 2006 Carpet Reward from Shaw Contract Group. Budget constraints affected Kirtland’s ability to improve its sixty year old school. Despite these budgetary hurdles, Kirtland maintained exemplary academic standards and was recognized as a Blue Ribbon School. The new carpet from Shaw Contract Group, installed this summer, is already impacting the everyday lives of teachers and students.

“The entranceways to our school show amazing improvement. The school is warmer and more inviting when students and visitors come through its doors,” Kirtland principal Jack Thompson said. “Our classrooms are cleaner and give off the impression that this is a learning institution and not a makeshift space. Additionally, the local community is becoming more invested in the school due to our academic successes and the obvious improvements to our learning environment.”

All 2006 Blue Ribbon Schools and Title I Distinguished Schools are eligible and those in need of new carpet are strongly encouraged to enter. Application forms are available at www.shawcontractgroup.com. Schools must submit a 500 word essay describing how new carpet will affect the learning environment of their school. Submissions should also include recent interior photographs of the school.