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**PRESS RELEASE**

**For Immediate Release**

***Commercial Interiors Publicist Reva Revis Joins Fuse Alliance***

**Laguna Niguel, CA [December 12, 2017]** – Fuse Alliance, a Member-owned organization of professional, commercial flooring contractors, announced today that Reva Revis, a veteran public relations consultant in the contract interiors industry, will be working with Fuse Alliance on a wide range of media relations and communications programs. Reva will be taking on the responsibilities that Catherine Minervini has provided for Fuse Alliance for the last three years as Catherine is taking a full-time in-house position with a leading textiles manufacturer.

Reva developed a specialization in communications in the interior design and architecture community by building the first in-house public relations function for two of the world's leading carpet manufacturers, where she managed strategic communications for product, innovation, and environmental and thought leadership. In 2008, she started her own public relations consulting business and, in addition to flooring manufacturers, her client portfolio has spanned a spectrum of product and service suppliers in the interior design world such as furniture manufacturers, fabric suppliers, surfaces companies, and an architectural glass designer. Reva also worked with several trade organizations in the industry as well as several leading architecture and design firms.

"We're delighted to have Reva join the Fuse Alliance team. She is a highly regarded communications professional throughout the flooring industry and in the greater contract interiors community as well," said Geoff Gordon, executive director for Fuse Alliance. "Having Reva on our team is an important step in maintaining the effectiveness of our operations here at Fuse Alliance, particularly the marketing and communications support that we provide for our Members."

***About Fuse Alliance***

*Fuse Alliance is a Member-owned organization of professional, commercial flooring contractors. With 97 companies in 154 locations across the United States and Canada, the organization's member businesses represent approximately \$1.2 billion in sales and services. Fuse Alliance is made up of a unique network of flooring experts with a combined experience that spans across flooring product knowledge, installation*

*expertise, and a keen understanding of meeting the environmental requirements of today's market. Fuse Alliance's governing body is an executive Board of Directors made up of 12 Member business owners. Through its Member network, Fuse Alliance is dedicated to serving the North American market and member businesses can be found throughout the United States and Canada.*

[www.fusealliance.com](http://www.fusealliance.com)

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