

## **CRI & Simple Marketing Now Announce Launch of The Carpet and Rug Institute Blog**

*The Carpet and Rug Institute and Simple Marketing Now announce the launch of The Carpet and Rug Institute Blog which focuses on how carpet benefits life, health, learning and the environment.*

**April 27, 2009** - [PRLog](#) -- Kinnelon, NJ – The Carpet and Rug Institute (CRI) and Simple Marketing Now LLC are pleased to announce the launch of The Carpet and Rug Institute Blog [<http://Carpet-And-Rug-Institute-Blog.com>]. The new weblog promotes online conversation about carpet and how it benefits life, health, learning and the environment.

The Carpet and Rug Institute Blog will allow CRI to increase the visibility and availability of the extensive scientific research it has conducted in the interest of customer advocacy and environmental stewardship on behalf of the carpet industry. As a social media platform, the CRI Blog will also generate and manage discussion of the many topics of consumer interest, and dispel myths associated with carpet.

“With close to 50% of the US Internet population reading blogs for relevant information, the CRI can only benefit from launching its own self-publishing communications platform,” says Christine B. Whittemore, chief simplifier of Simple Marketing Now LLC, a marketing consultancy focused on bridging traditional marketing with new and social marketing to improve the customer retail experience and build brand. “The Carpet and Rug Institute Blog allows the CRI to become actively involved in the conversations already taking place about carpet, and be visible with correct information the minute someone types ‘carpet’ into a search window.”

In addition to regular weekly postings about how carpet benefits life, health, learning and the environment, The Carpet and Rug Institute Blog features several resources within its sidebar:

- A subscription mechanism for email or RSS [Really Simple Syndication] feed updates
- Industry-related links, including a link to the Certified Seal of Approval Service Provider search window within the CRI website, and a link to CRI members

Furthermore, readers can comment on, email, or use social bookmarking and sharing tools for individual posts.

James Beach, director, market issues, and Bethany Richmond, communications manager, are the primary contributors to The Carpet and Rug Institute Blog.

“This blog is a natural extension of the CRI’s communication strategy. We’re excited about taking part in the online conversation and sharing the research and data we’ve generated on the benefits of carpet,” says Beach.

“The Carpet and Rug Institute Blog is an effective example of traditional marketing bridging with new and social marketing tools to ensure that our audience finds the most relevant content possible about carpet,” adds Whittemore.

CRI members are encouraged to subscribe to the blog for updates via email or RSS feed, to inform their constituents about how to subscribe and also to contribute to the online conversation with topics and suggestions that relate to the blog’s mission. For more information, contact Beach at [jbeach@carpet-rug.org](mailto:jbeach@carpet-rug.org) or Richmond at [brichmond@carpet-rug.org](mailto:brichmond@carpet-rug.org).

For more information about Simple Marketing Now LLC, contact chief simplifier Whittemore at CBWhittemore@SimpleMarketingNow.com or visit the Simple Marketing Now website [ <http://SimpleMarketingNow.com>] and companion weblog & newsroom – Simple Marketing Blog [ <http://SimpleMarketingBlog.com>].

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Simple Marketing Now LLC is a marketing communications consultancy that provides organizations with the right combination of traditional marketing and new and digital tools to improve the customer experience and build brand.

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