



Joanne Currie  
PPG Pittsburgh Paints  
Canadian Marketing Manager  
[jcurrie@ppg.com](mailto:jcurrie@ppg.com)  
412.434.4159



Karen Dalton  
Canadian Decorators' Association  
Executive Director  
[kdalton@cdeca.com](mailto:kdalton@cdeca.com)  
416.231.6202

### **PPG Pittsburgh® Paints and the Canadian Decorators' Association Announce Partnership to Promote and Support Canadian Decorators and Designers**

TORONTO – April 26, 2010 – PPG Pittsburgh® Paints and the Canadian Decorators' Association (CDECA), a professional not-for-profit association representing both student and accredited decorators and designers, today announced a partnership that will support CDECA members nationwide.

"We are thrilled that PPG Pittsburgh Paints has joined us in our efforts to promote and support not only the design industry, but also our many designer and decorator members all over Canada," said Deborah Casey, Chair, CDECA. "PPG Pittsburgh Paints' support will help us reach out to potential new members and provide them with resources and learning opportunities to enhance their design practices."

PPG Pittsburgh Paints offers CDECA members a suite of benefits including special professional rebate offers, complimentary colour tools and resources, continuing education courses presented by PPG Pittsburgh Paints' colour and design experts and quarterly e-newsletters that report on the latest trends in colour and design.

The partnership was launched today at CDECA's Annual General Meeting in Toronto with Fawn Chang, one of PPG Pittsburgh Paints' national colour and design consultants, presenting an accredited CE presentation on colour and design trends for 2010/2011.

PPG Pittsburgh Paints dealers will be provided with in-store materials to highlight PPG's offering to CDECA members and to help attract new members to CDECA. "Canadian decorators and designers are innovators in colour design," said Dee Schlotter, brand manager for the Voice of Colour, PPG Pittsburgh Paints' design system. "We are proud to be able to support their great work and CDECA's growth through this partnership."

*-more-*

Membership in CDECA provides access to professional information and resources and is open to any individual who is involved in the design and/or decorating industry and who meets CDECA's educational criteria. Membership opportunities include:

- Accredited Membership, open to any individual who is involved in the professional practice of interior decorating or design in Canada, and who is a graduate of a recognized institution, or qualified by years of professional practice and portfolio.
- Student Membership, open to any student who is enrolled in a program of study in a recognized institution that qualifies students for careers in Interior Decorating or Interior Design.
- Educator Membership, open to any individual who is teaching in a qualifying decorating or design program recognized by CDECA but is not actively engaged in the profession other than as an educator.
- Retired Membership, open to any Accredited Member who has decided not to continue an active career as an interior decorator/designer but would like to maintain a professional interest in the field by acting as a mentor to new decorators and/or attending educational seminars and networking.

For more information about your CDECA membership benefits from PPG Pittsburgh Paints please visit the [Members Only](#) section.

#### **About PPG**

PPG Industries' vision is to continue to be the world's leading coatings and specialty products company. Founded in 1883, the company serves customers in industrial, transportation, consumer products, and construction markets and aftermarkets. With headquarters in Pittsburgh, PPG operates in more than 60 countries around the globe. Sales in 2009 were \$12.2 billion. PPG shares are traded on the New York Stock Exchange (symbol: PPG). For more information, visit [www.ppg.com](http://www.ppg.com).

#### **About Canadian Decorators' Association**

The Canadian Decorators' Association ("CDECA") is a professional not-for-profit Association representing both Student and Accredited decorators and designers, and Affiliate businesses across Canada. Our goal is to foster the growth of the decorating industry in Canada; provide advocacy respecting policy matters; promote a positive image of the industry through proactive activities and events; and offer value to Members through upgrading of skills and knowledge. CDECA is the most influential Association representing decorators in Canada. For more information, visit [www.cdeca.com/](http://www.cdeca.com/).

###