



THE INTERIOR DESIGN COMMUNITY COMES TOGETHER TO FIGHT CANCER!

DESIGNERS AND SHOWROOMS TEAM UP WITH GCT MARKETING FOR A SALE TO RAISE FUNDS FOR THE BREAST CANCER RESEARCH FOUNDATION®

FOR IMMEDIATE RELEASE

NEW YORK, NY- JUNE 6TH, 2014 – GCT Marketing (GCT), alongside James Rixner (Rixner), and Bjorn Bjornsson (Bjornsson), the nation's top interior designers, are hosting an online design sale with the goal of donating \$20,000 to The Breast Cancer Research Foundation (BCRF). This first-of-its-kind online event brings some of the biggest showrooms in the interior design industry together to fight breast cancer, including Baccarat, Neidermaer, Baker, Christopher Guy, Samad Rugs, Century Furniture, Arteriors, and many more.

Countless luxury pieces are available beginning June 6th at **showhousesale.com**, where GCT Marketing will donate twenty percent of its proceeds from every sale. GCT Marketing and BCRF invite all to shop for a cause and help raise funds to find a cure.

BCRF was founded by Evelyn Lauder in 1993, and since its inception has raised over \$500 million to fund breakthrough breast cancer research in the areas of tumor biology, genetics, metastasis, prevention, treatment and survivorship. BCRF invests 91 cents of every dollar in research and awareness programs, and holds a four-star rating from Charity Navigator and an A+ rating from Charity Watch.

****MORE****

"I am firm believer in all the positive outcome of giving back. This unique opportunity allows me as a designer to exercise contributing to a cause in an innovative way. As a supporter of all cancer research this particular charity holds a special place for me." Says James Rixner, Interior Designer, ASID

"It's important for Bjornsson Design as well as a privilege to be part of this charitable organization. We here at Bjornsson Design believe in giving back to the community as we have done many times. We hope that this sale brings together the funds that are greatly needed." Says Bjorn Bjornsson, Interior Designer, ASID.

"With so many people we know personally afflicted by this disease, we feel that we should do whatever we can to contribute to this cause. We are an advocate of businesses making money while giving back to the community, creating a circular momentum that allows for natural and inclusive growth. Let's make our brands relevant by helping solve current issues." said Christian Turnier, Founder and Principal, GCT Marketing.

About GCT Marketing

GCT Marketing is recognized as an innovative marketing company helping strengthen the design community by creating a unique collaborative environment to increase a brands' power and exposure. GCT creates and launches brands, builds social and digital platforms, and develops marketing strategies.

About Showhousesale.com

"Showhousesale.com" is an e-commerce platform dedicated to providing top products from show-houses curated by today's top designers. Products already curated by designers give clients the benefit of designer taste, without the cost.

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About Bjorn Bjornsson Design

Bjorn Bjornsson Interior Design is a full service firm guiding projects from space planning to preliminary and construction phases, custom furniture design and interior decorating. Bjorn is involved in all aspects of the projects, working in partnership with his clients to create spaces that truly reflect their own style.

About James Rixner Inc.

Interior Designer James Rixner, an architectural aficionado, came to New York with a Master's Degree in Urban Design. He switched professions and successfully established himself as a trend setting designer over the past 35 years. James has developed a sophisticated style that always amazes. His interiors epitomize refinement, elegance, serenity, and suitability. Equally comfortable working with antiques, chic mid-century furniture, or up to the minute contemporary pieces, his projects

Contact

To learn more about this merger, please contact

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THE INTERIOR DESIGN COMMUNITY COMES TOGETHER TO FIGHT CANCER!

GCT Marketing and the Design Community cordially invite you to join us next Saturday to come shop at the Penthouses for artwork and furniture. Part of the proceeds will go to the Breast Cancer Research Foundation®.

Or shop online: showhousesale.com

Goal: \$20,000 for the BCRF®

Date: 6/21/14

Time: 12:00pm - 5:00pm

Where: Azure Penthouses

333 East 91st Street

PH A & PH B

Come join us for some wine and cheese!

contact us:

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