

HICKORY CHAIR®

For Immediate Release



HICKORY CHAIR LAUNCHES ANNUAL OCTOBER BREAST CANCER AWARENESS CAMPAIGN SUPPORTING THE COMMON THREAD FOR THE CURE FOUNDATION

October 22, 2025 – High Point, North Carolina – This fall at the International Home Furnishings Market, Hickory Chair will proudly demonstrate its support for not only Breast Cancer Awareness month, but also, The Common Thread for the Cure Foundation®. Over the years, the company has had numerous employees impacted by breast cancer. As a result, each spring and fall, the company provides mammograms at no charge with on-site mobile mammography buses. Hickory Chair, a long-time supporter of the United Way and the American Cancer Society, is now a loyal support of the Common Thread for the Cure foundation in 2018 after learning of the organization through an employee being treated for breast cancer. The company immediately shared the information with employees and began working to raise funds that the foundation could use to provide support grants.



The company will support the foundation by donating this beautiful Colin Lounge Chair, from the Kim Scodro Collection, along with a goose feather filled throw pillow in an exclusive printed velvet fabric. To view this beautiful Colin Lounge Chair during market, visit Hickory Chair's showroom located at 200 N. Hamilton where guests will have the opportunity to scan a QR code for a chance to win the chair. A monetary donation is recommended to help the foundation raise essential funds for future grants. All proceeds will be donated to the foundation.

In addition to the Colin Lounge Chair Give-A-Way being held during market, the company has also donated an Adair Spot Table to the Harvesting Hope 25th Anniversary Silent Auction being held by the Common Thread for the Cure that begins on October 17th. This table will also be on display during market in the Hickory Chair showroom with a QR code directing one to the silent auction site.



"I wholeheartedly support the foundation's mission to raise awareness for breast cancer. Together, we can empower individuals to prioritize their health, foster early detection, and ultimately save lives. Every voice matters in this fight, and I am proud to stand with those working tirelessly to bring hope and support to those affected by this disease," shares Federico Contigiani, Hickory Chair president.

Countless members of the design and furnishings industry are diagnosed with breast cancer each year. While there are many organizations that raise funds for breast cancer research, this foundation raises awareness for breast health and support for individuals in our industry. "As 501 (c)(3) nonprofit organization, The Common Thread for the Cure Foundation is the united effort of the varied businesses and individuals within the design and furnishings industries to support their own in the battle against breast cancer," shares Jane Barea, President. The Common Thread for the Cure Foundation is here to relieve some financial stress so survivors can focus on what is critical to them—survival. 2025 has proven to be a record year. This year we have provided over \$325,000 in financial support to individuals in our industry faced with breast cancer treatment."

The Foundation's support grants provide relief from some of the stress that comes with the diagnosis. Anyone diagnosed within the design and furnishings industry may request a grant for themselves or for a member of their immediate family. The

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grants can be used for whatever the survivor feels will provide the most benefit to them. Over the years, grants have been used for paying medical deductibles and other medical expenses, housing and travel expenses during treatment away from home, mortgage payments, tuition for a child to continue college, wigs, holistic medicine, childcare and other expenses they choose to offset with our financial support.

The foundation focuses on patient well-being. They support these individuals fighting breast cancer by offering helpful support and financial assistance. “I know personally that this is a frightening, overwhelming time when you have been diagnosed and are going through treatment. Fortunately, we belong to an industry that cares. I cannot imagine my journey without support from my co-workers at Hickory Chair, industry friends and this foundation,” states Laura Holland, VP Marketing and Common Thread for the Cure Board Member. She continues, “Giving back by helping others is an important part of moving ahead with your life after a major illness such as breast cancer. Support of my company allowing me to volunteer my time to serve on the board of directors has allowed me to pay it forward, helping make a difference in the lives of so many battling breast cancer.”

To donate to the Common Thread for The Cure and to enter for a chance to win this beautiful Colin Wing Chair, visit Hickory Chair during the High Point Market at its new showroom located at 200 N. Hamilton, South Court Suite 300. One may also click on the website link to: <https://www.commonthreadforthecure.org/donate-now>. In the Dedication section of the donation form, select in Hickory Chair Colin Chair Give-a-Way Event” in the ‘Reason for Donation’ field to be entered for a chance to win. On November 25th a drawing for this beautiful Colin Lounge Chair will be held. The winner to be notified by December 2nd. No donation is necessary to enter. Must be a U.S. resident to win. One entry per person. The prize for this drawing is the Colin Lounge Chair with Velvet Throw Pillow depicted in this press release and may not be redeemed for cash value.



Apply For A Grant	Become A Sponsor	Register To Win/Donate	Harvesting Hope 25th Anniversary Silent Auction
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About The Common Thread for the Cure Foundation®

The Common Thread for the Cure Foundation was established 25 years ago. Its board members are volunteers that donate their time and resources to educate members of our industry about the organization. For some individuals, the cost of a cancer journey can be staggering. The foundation’s support grants are available to individuals working in our industry that either are personally or have an immediate family member currently battling breast cancer. For others, it is support in the form of information ranging from locations of wig banks to counselors or other agencies in their area. Everyone that contacts the foundation has a different need. We invite potential new sponsors, grant applicants, press and those wishing to donate to visit the website to learn how to get involved. To learn more visit commonthreadforthecure.org.

About Hickory Chair

Since 1911, Hickory Chair has been crafting custom wood and upholstered furnishings in a wide range of classic styles. In collaboration with Liberty of London and inspired by such historical sites as Winterthur Estate and the estates along the James River in Virginia, as well as by noted furniture authorities such as Suzanne Kasler, Ray Booth, David Phoenix, Susan Hable, Kim Scodro and Mariette Himes Gomez, Hickory Chair’s hallmark is luxurious yet livable furniture that is made to order and made to last. Please visit hickorychair.com for product information or contact us with special requests. Hickory Chair, LLC is a wholly owned subsidiary of the Rock House Farm Family of Brands.

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