



Media Contact: Kim Drew, APR  
706.568.9504  
[kimdrewpr@bellsouth.net](mailto:kimdrewpr@bellsouth.net)

Date: September 15, 2010

Booth #: 6240

### **First-Ever Wood Pavilion Debuts at DeckExpo 2010**

(Tyronne, GA) – Wood has always had a special place in our hearts, and now it has a special place at DeckExpo 2010: the Wood Pavilion, a brand-new section at the show focusing specifically on the use of real wood for decking and outdoor living projects.

“Wood is still the number one decking material choice,” said Debbie Burns, president of the Southeastern Lumber Manufacturers Association (SLMA), the association behind Real Outdoor Living, a program designed to specifically promote the use of pressure-treated wood. “DeckExpo provides the perfect venue to gather the wood troops and promote our product – its ease of use, its sustainability and its beauty - with a strong, united front.”

Concepted by the team at Real Outdoor Living, the Wood Pavilion is the hub of all things wood at DeckExpo: an 800-square foot deck serves as the centerpiece, surrounded by exhibitors related to the wood decking industry (wood species associations, manufacturers, etc.). On the deck are three wood species areas, one each for pressure-treated wood, redwood, and cedar. A Wood Pavilion Information area contains literature for DeckExpo attendees. Rounding out the Wood Pavilion offerings is a series of educational events presented by sponsors, and a media breakfast on Friday morning, September 17, 2010.

(over)

Wood Pavilion Debuts at DeckExpo 2010  
Add One

Co-presenting sponsors of the Wood Pavilion, along with Real Outdoor Living, include the North American Deck and Railing Association (NADRA), Mendocino Forest Products/Humboldt Redwood Company and the Western Red Cedar Lumber Association. The treated sponsor is Osmose and the association sponsor is the Southern Forest Products Association. The Wood Pavilion was built by Maryland-based, NADRA member T.W. Ellis, LLC Home Improvement & Contractors.

“The Real Outdoor Living program is centered on the promotion of real wood for outdoor building, and the activities within the Wood Pavilion will offer an additional conduit of information directly to deck builders,” said Amy Allen, director of DeckExpo, Remodeling Show and JLC LIVE.

Real Outdoor Living, run by the Southeastern Lumber Manufacturers Association (SLMA), is dedicated to educating deck builders, lumber dealers/retailers and homeowners about the benefits of choosing real, authentic wood for outdoor building projects. For more information, please visit [www.realoutdoorliving.com](http://www.realoutdoorliving.com).

# # #

**Editor’s Note: For more information on the Wood Pavilion, please stop by booth #6240 at DeckExpo and ask for Kim Drew.**