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HOME SAFETY CAMPAIGN EXPANSION PLANNED FOR 2027



HIGH POINT, N.C. – The American Home Furnishings Alliance (AHFA) announces the next National Furniture Safety Week will be **October 4-9, 2027**.

Furniture-related accidents in the home cause thousands of injuries every year, with children under age six and the elderly especially vulnerable. AHFA's annual Furniture Safety Week public awareness campaign helps educate families about the most common hazards and simple steps to avoid them.

Companies interested in participating in the 2027 campaign can sign up now on the [Furniture Safety Week](#) website.

“Many participating companies elevated their efforts this year,” said Patricia Bowling, AHFA Vice President of Communications. “From custom videos to influencer partnerships, we saw a real commitment to getting these safety messages out.”

For example, **Sauder Woodworking** used influencer-supplied images for some of its safety week social media posts, then offered Facebook and Instagram visitors \$50-off coupons for answering a trivia question they included with those posts.

Copeland Furniture spotlighted their furniture's built-in stability features throughout its Furniture Safety Week social media campaign but didn't stop there. The company sent its dealers a condensed furniture safety course to use as training in preparation for Furniture Safety Week. The document tied each of Copeland's construction features to specific requirements in the federal stability standard, then offered “fast answers” sales associates could use on the sales floor to answer customers' safety questions.

Interiors Home, a Lancaster, Pennsylvania retailer, produced a video for Facebook and Instagram showcasing recliner safety features. The video features Lindsay Wildasin, a buyer and visual display lead for the store, along with her two dogs, Tay and Stella. Lindsay says her 11-year-old daughter was the production assistant on the project.

“The video highlights safe use of motion furniture and zeros in on special precautions homeowners should take with power recliners,” Bowling points out. “But let’s not overlook the fact that it also hits one of the hottest marketing triggers today: Americans’ relationship with their pets!”

For 2027, AHFA will offer more marketing tools to help participating companies build out Furniture Safety Week communications to reach more consumers. Chief among those tools is the new Furniture Safety Week mascot, Chester.

“Young Chester is a monkey who is curious and active, just like the children ages 2 to 6 he is designed to attract,” Bowling says. “Chester will encourage children to climb, jump and explore, just not on furniture.”

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The American Home Furnishings Alliance, based in High Point, North Carolina, represents nearly 300 leading furniture manufacturers and distributors, plus about 150 suppliers to the furniture industry worldwide. The first [Furniture Safety Week](https://www.alliance4safety.org/furniture-safety) was held in October 2024. More information is available at <https://www.alliance4safety.org/furniture-safety>.