

**FOR IMMEDIATE RELEASE:**

**American Turf and Carpet Introduces Their Exclusive Monte Carlo Event Carpet**

March 24, 2014 – American Turf and Carpet, the world's largest supplier and installer of custom event carpet, introduces their brand-new Monte Carlo™ Event Carpet today. Conceived by ATC's Director of Business Development, Shawn McKee, Monte Carlo is a high-quality specialty tent and event carpet that provides an affordable, up-market alternative to artificial turf.

Available exclusively from ATC and intended for use both indoors and outdoors, Monte Carlo is ideal for event planners who need to cover large areas and want the elegant look and feel of carpet, but are working within a budget that would normally allow only for less expensive options. Monte Carlo features a durable Eco-Marine backing, is available in 12' widths, and comes in 11 different colors.

*"Monte Carlo solves a problem that event planners face daily: how do you cover large areas of ground without breaking the bank? Before Monte Carlo event carpet, the only option was low-cost artificial turf. Now, this exclusive ATC product offers event planners the elegance of real carpet for the same price as turf," said Mr McKee. "It's an easy decision for any event planner to choose Monte Carlo: with a wide variety of colors to match different events and themes and with a cost identical to traditional artificial turf, the question isn't, 'Why would you choose Monte Carlo?' It's really, 'Why **wouldn't** you?'" continued Mr. McKee.*

ATC's General Manager Gauro Coen has been getting the word out to customers and had this to say: *"It's an easy sell. I say to them, 'Artificial turf was invented in the 1970's, Monte Carlo in 2014. Using an outdated product like artificial turf instead of our brand-new Monte Carlo is like choosing an old Hoover vacuum cleaner over a high-tech Dyson.'"*

American Turf and Carpet is the world's premier manufacturer and installer of innovative, high-quality event carpet and synthetic turf for projects of any size, from intimate weddings and custom logo rugs to huge events and festivals. American Turf & Carpet offers nationwide services with corporate headquarters in NYC and 4 sales and distribution facilities strategically located throughout the U.S.

For more information about ATC please visit: [www.americanturfandcarpet.com](http://www.americanturfandcarpet.com) or check out recent projects at their blog [www.americanturfandcarpet.com/blog](http://www.americanturfandcarpet.com/blog).

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