

## **Wacky Contest Calls for Ugly Couches Worldwide**

*Winner Receives Simply Spray Upholstery Paint Couch Makeover and \$500 Prize*

**Warwick, RI** – In a time when replacing the unsightly floral patterned and excessively faded hand-me-down furniture is not in the budget, Simply Spray®, the only non-toxic, non-flammable aerosol fabric paint, is looking for the world's ugliest couch to makeover. Digital photos of ugly couches can be submitted with a short description at HYPERLINK "<http://www.uglycouchcontest.com>" [www.uglycouchcontest.com](http://www.uglycouchcontest.com). Entries will be accepted through July 4<sup>th</sup> and the winner will be determined by online votes to be crowned the "Ugliest Couch in the World" for 2009 on September 4<sup>th</sup>. The first place prize is \$500 and a Simply Spray Upholstery Paint couch makeover to recycle the ugliest couch into a livable piece of furniture.

Held in good fun since 2004, the Ugliest Couch Contest has featured everything from dated patterns and hideous color schemes to just plain dreadful designs – but this year, it's offering participants an inexpensive solution to revive their old, ugly couch.

Simply Spray creator David Reizian approached Ugliest Couch Contest organizer John Dingle to offer a prize package and help inspire ugly couch owners everywhere with the company's Upholstery Fabric Paint.

"We are excited to part of the Ugly Couch Contest; our new upholstery fabric paint can easily and inexpensively cure ugly couch syndrome around the world," said Reizian, founder and inventor of Simply Spray fabric paints. "In this economy, people are looking for ways to spruce up their home without breaking the bank; buying new furniture or even slipcovers can be costly. Simply Spray Upholstery Paint is a cost-effective way to give the couch and room a new look."

Upholstery Fabric Paint can be used for painting couches, car interiors, awnings, carpet, etc. The paint is non-toxic and non-flammable and unlike other aerosol products, is nitrogen propelled and completely eco-friendly. The paint is water-based and will not harm the environment when discarded like most dyes. Using the paint to refurbish old furniture helps save the environment by not adding another piece of furniture into a landfill.

To submit a photo and find additional information visit HYPERLINK "<http://www.uglycouchcontest.com>" [www.uglycouchcontest.com](http://www.uglycouchcontest.com).

### **About Simply Spray**

Deval Products, LLC, manufactures Simply Spray, the *only* non-toxic, non-flammable, odorless aerosol fabric paint. The Simply Spray product line includes Soft Fabric Paint, Stencil Paint, Upholstery Paint, Paint It Black and Spray Blood formulas. Based in Warwick, RI, Simply Spray prides itself on creating environmentally friendly paints; all products are made in the United States. For more information, please visit [www.simplyspray.com](http://www.simplyspray.com)