



JOINT PRESS RELEASE



Discover your passion for wool!

IWTO announces the details of the World Wool Award 2006

Brussels (14.06.2005)

The International Wool Textile Organisation (IWTO) announces the opening for the entries to the prestigious 2006 World Wool Award.

Sponsored by The Woolmark Company, the World Wool Award celebrates wool's unique natural performance properties and versatility, stimulates future designs and product development innovations with wool and communicates marketing and promotional ideas for wool products.

The aim of this project is to promote young people working actively within the whole wool pipeline, from sheep to shop, and the IWTO is looking for entries from people who are passionate about wool.

The project is open to young people, students, trainees and young professionals from textile/ fashion universities, academies and schools, companies and institutes. The framework of the World Wool Award prizes will be awarded in three categories:

- **Fashion & Design**
- **Marketing & Promotion**
- **Concept & Innovation**



The winner in each category will be promoted on the IWTO website for the period of one year and each will be invited to participate in the IWTO Annual Congress 2006, to be held in Cairo, Egypt. The prize includes free accommodation, travel costs, Congress fee, and an exhibition area at the Congress.

Detailed information about the 2006 World Wool Award and application forms are available on www.iwto.org.

* * *

IWTO is the international body representing the interests of the world's wool textile trade and industry. Our multi-national membership includes woolgrowers, traders, primary processors, spinners, weavers, and garment manufacturers, together with retailers and other companies involved in wool related businesses.

The Woolmark Company operates in 67 countries offering specialist wool services and support through a network of global contacts. Marketing wool to the trade and consumer by targeted programmes, The Woolmark Company owns the Woolmark Certification Trade Mark and is the only fibre company to enforce a global certification programme to ensure that any product bearing the Woolmark logo meets a range of wool quality and performance criteria. www.woolmark.com.

For more information please contact Mrs. Marzena Oscilowska project@iwto.org

RUE DE L'INDUSTRIE N° 4
1000 BRUSSELS, BELGIUM

Ph.: (32) 2 505 40 10
Fax: (32) 2 503 47 85

Email: info@iwto.org
Website: www.iwto.org