



Press Release Contact Information:

Kayleigh Fitch
Sweeney
Assistant Account Executive
Voice: 440.333.0001 ext. 105
E-Mail: [Email us Here](#)
Website: [Visit Our Website](#)

Collaboration to Simplify and Enhance the Home Restoration Process for Consumers

The Housekeeping Channel has teamed with the Institute of Inspection, Cleaning and Restoration Certification to provide consumers home care advice and easier access to certified home restoration firms.

/24-7PressRelease/ - BOISE, ID, January 16, 2008 - The Housekeeping Channel has announced it is collaborating with the Institute of Inspection, Cleaning and Restoration Certification (IICRC) to help consumers with home cleaning and restoration needs. Effective immediately, consumers seeking restoration expertise and resources can access the IICRC's list of certified firms and technicians directly from The Housekeeping Channel site (www.housekeepingchannel.com).

More than 4,600 firms and 42,000 technicians in 33 countries have been certified by IICRC to help consumers tackle a wide range of cleaning, restoration and inspection challenges, including: carpet cleaning, oriental rug care, upholstery care, smoke removal, odor elimination, mold remediation and cleaning for health and allergy prevention.

The Housekeeping Channel site will also offer home restoration tips and information from the IICRC.

"Our goal is to provide consumers with valuable information and the support needed to handle specific home restoration projects," said IICRC President Ruth Travis. "The partnership with The Housekeeping Channel allows us to reach a larger audience of consumers about important professional cleaning, restoration and inspection topics. This information ranges from proper methods of maintaining flooring and upholstery to ridding a home of mold contamination and properly restoring a home damaged by smoke, water or fire. In addition, the partnership enables us to fulfill our duty as a standard-setting and certification organization by leading homeowners to qualified, trained and certified professionals who will provide quality service."

Allen P. Rathey, president of The Housekeeping Channel, said that The Housekeeping Channel is pleased to partner with IICRC because of the exceptional depth of expertise it offers. "This information will expand the resources available on our site for consumers seeking expert help to clean, restore and maintain their homes. It also furthers our mission to ensure a safer, healthier indoor environment," said Rathey.

To access the data, consumers will find the IICRC logo and a link to the IICRC Web site on content pages throughout the Housekeeping Channel site (www.housekeepingchannel.com). IICRC tips and information will be featured on The Housekeeping Channel home page, as well as subsequent content pages.

About The Housekeeping Channel

The Housekeeping Channel (www.housekeepingchannel.com) strives to be the Web's most comprehensive storehouse of information and resources to help households everywhere achieve a cleaner, more organized and healthier indoor environment. The site provides how-to tutorials, plus news and reviews regarding the latest innovations from the cleaning products industry to improve the home environment. Resources include time-saving systems, tools and motivation for keeping a better house at the click of a mouse. More than 50,000 monthly visitors rely on the Housekeeping Channel site for home care information.

About IICRC

The Institute of Inspection, Cleaning, and Restoration Certification (IICRC) is a non-profit certifying body for the floor and carpet cleaning, upholstery cleaning and disaster restoration industry. Organized in 1972, the IICRC currently represents more than 5200 Certified Firms and more than 42,000 Certified Technicians in 33 countries. The IICRC sets consensus standards for inspection, cleaning and disaster restoration. Locate IICRC-Certified Firms at www.certifiedcleaners.org.