



For Immediate Release

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**Bona® US and WNBA Cares Dedicate Basketball Court As Part of
Boost Mobile WNBA All-Star 2013**

***New London, CT, Middle School Receives New Basketball Court Complete with Safe and
Durable Bona Hardwood Floor Sport System***

Aurora, Colo., July 29, 2013 – This weekend, [Bona US](#), the world leader in hardwood floor care and maintenance since 1919, was honored to team-up with WNBA Cares to give back to a local, New London, Connecticut middle school. Bennie Dover Jackson Middle School (BDJMS) received a newly refinished hardwood floor for the school gym as part of a WNBA Cares event during Boost Mobile WNBA All-Star.

“It was a special honor to participate in this unique event. We were thrilled to bring a safe durable new floor to BDJMS,” said Chad Nordhagen, Director of Marketing, Bona US. “With WNBA Cares focus this weekend on promoting healthy living, it was a natural fit for Bona. Healthy families start with a healthy home and healthy floors.”

As part of this weekend’s Boost Mobile WNBA All-Star 2013 in Uncasville, Conn., the WNBA celebrated its ongoing commitment to improving the community through a series of WNBA Cares special events from July 25-26 to promote healthy living, nutrition and the overall wellness of youth and families.

WNBA All-Stars were joined by Miss USA Erin Brady (a Connecticut native) to share healthy living and nutrition tips, promote the importance of physical activity through fitness clinics, and unveil the newly refinished basketball court provided by Bona to illustrate the need for places where kids and families can live, learn and play. Following the dedication of the new floor, WNBA Cares and WNBA FIT partner Jamba Juice conducted a fitness clinic with 75 boys and girls to underscore the importance of physical activity and healthy living for children and families.

“We are absolutely delighted with and extremely appreciative of the donation made by Bona to refinish the basketball courts at Bennie Dover Jackson Middle School (BDJMS) and to the Connecticut Sun and the Mohegan Sun for selecting Bennie Dover for this community outreach initiative,” said Dr. Nicholas A. Fischer, Superintendent, New London Public Schools. “The floor looks spectacular! This wonderful contribution will be a source of pride for not only the BDJMS students, parents and staff, but for the entire New London community.”

Bona teamed up with Connecticut-based Dalene Flooring to refinish the school gym at BDJMS with its safe and durable line of Bona Sport products. Proven to be the most durable and beautiful finishes in the industry, Bona waterborne finishes are certified to UL Environment’s GREENGUARD standard for indoor air quality. GREENGUARD is a non-profit, third party organization that tests indoor products for their environmental impact in an effort to improve the air quality consumers breathe. Bona is the first in its industry to carry a full system of hardwood floor finishing and floor care products certified for indoor air quality.

Through WNBA Cares, the WNBA is deeply committed to creating programs that improve the quality of life for all people with a special emphasis on programs that inspire youth and families worldwide and promote health and wellness.

About Bona US

Bona US is the North American subsidiary of BonaAB in Malmö, Sweden. Bona US manufactures and distributes floor and home care products. Bona's hardwood floor care systems have been successful in the professional market for 90 years. Consumer products are available in most major retail outlets throughout the U.S. and North America. With certifications like GREEN GUARD, the company has also been recognized for formula innovations that are pH-neutral and non-toxic. For more information, please contact Bona US at (800) 872-5515 or www.MyBonaHome.com.

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