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## 2021 WRLA Showcase with a Twist is Coming

*Publication and app host innovative showcase format*

WINNIPEG, MB. January 11, 2021 – The Western Retail Lumber Association’s (WRLA) Building & Hardware Showcase with a Twist event is coming to you safely via the association’s magazine, *Yardstick*, and app (on mobile and desktop) from January 18-29, 2021.

With over 80 vendor “booths” in the robust and engaging publication and app, this new format will allow vendors and dealers to connect, increase industry awareness, create new business opportunities, and have fun.

“We wanted to take a fresh approach to the typical virtual events that members have been seeing in 2020,” says Liz Kovach, WRLA president. “Using the tools already at our disposal we’ve adapted them to create an innovative event that allows us to recreate the benefits and show atmosphere of the in-person event. Vendors and dealers can still form connections, plus staff and companies who often cannot travel to the show can take part this year. We know we can’t replace the complete in-person experience but we’re looking to accomplish the next best thing!”

Through the publication and app, members can participate in:

- member “booths” with company profiles, product info and staff intros created by the members
- new products feature area
- show specials
- warehouse sales
- opportunities to connect with other members
- in-app contests

Retail members can also attend virtual product knowledge sessions hosted by the WRLA and exhibitors during the show. The association is also holding various education sessions on industry and business topics.

The January issue of the association’s quarterly *Yardstick* magazine, which hits members’ mailboxes in early January, contains a special WRLA Building & Hardware Showcase section. Details to download the WRLA app on smartphones or desktops were sent via email to WRLA retail members and exhibitors. Members can also email [wrla@wrla.org](mailto:wrla@wrla.org) for details.

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