

News Release

For Immediate Release

AATCC Announces 2019 Concept 2 Consumer® Student Merchandising Competition

RESEARCH TRIANGLE PARK, NC, USA, August 14, 2018— Students are invited to showcase their merchandising and marketing talents to win cash and recognition by participating in the [2019 Concept 2 Consumer® Student Merchandising Competition](#).

Students will showcase their skills in business, marketing, and merchandising by conducting a business model, determine a marketing strategy, and create merchandising tools and products for an integrated new apparel line that is both fashionable and functional for use in the rain, focused and inspired by a specific outdoor activity.

1st place earns **US\$1000** from AATCC, and **US\$500** and a jacket from [W.L. Gore and Associates, Inc](#)

2nd place earns **US\$750** from AATCC, and **US\$350** from [W.L. Gore and Associates, Inc](#)

3rd place earns **US\$250** from AATCC, and **US\$150** from [W.L. Gore and Associates, Inc](#)

Entries are due April 24, 2019. [Competition guidelines](#) are available on the AATCC website.

Winners will be announced by May 31, 2019.

[W.L. Gore and Associates, Inc.](#) is the sponsor for the 2019 Concept 2 Consumer® Student Merchandising Competition.

About AATCC: AATCC is the world's leading not-for-profit association serving textile professionals since 1921. AATCC, headquartered in Research Triangle Park, NC, USA, provides test method development, quality control materials, and professional networking for members in about 50 countries throughout the world.

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