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Press Release

Color Made Easy

HeartWork Organizing presents on adding color at Sherwin Williams

March 22, 2011, Wayne, PA. Would you like to know how to hone in on the perfect color in minutes instead of hours? Do you want your rooms to be bright, dramatic, inspiring and pulled together? Instead of agonizing over the 1000+ choices in a paint deck, you could narrow it down quickly and correctly every time with the patented *Color with No Regrets* System. Darla DeMorrow, owner of HeartWork Organizing located in Wayne, PA, will be presenting a *Color Made Easy* workshop on March 29, 2011 at 7 pm at the Sherwin Williams store at 317 West Lancaster Ave, Wayne, PA, 19087.

With spring right around the corner, many homeowners are looking for ways to brighten their spaces. Whether a fresh coat of paint is in the cards or just some updating with accessories, choosing colors confidently is one of the toughest decorating challenges, according to DeMorrow. She now offers "Color with No Regrets" through a patented selection color process. DeMorrow has earned the distinction of becoming a CCNRC (Certified Color with No Regrets Consultant), which is a designation held by less than 1000 people in the world. With this color selection system, people can confidently choose one or a set of colors for any room.

"When you are paying a painter, you want to know that you are going to like the colors you specify," says DeMorrow. "One of the most stressful moments is when the color first goes on the wall and you think, 'What have I done?'" Even if you are a DIY-er, there is still considerable time and hassle involved in re-doing a color job gone wrong. DeMorrow has eliminated that moment of shock altogether by assisting her clients with choosing their perfect colors. No two clients choose the same colors, and the color choices are always driven by the client, never the designer.

Most homes also have something that they must work with or around. "Most people don't start with a blank slate, and when they do, that can be even more daunting," says DeMorrow. So whether you are working with an existing sofa, trying to recreate the color scheme from a favorite inspiration item, coordinating with a color scheme in an adjoining room, or working with the preferences of a spouse, most people will be working within some kind of constraint. The trick is to make choices that optimize pre-defined peices, and not always defer to neutral choices. Working with what you have can also be a budget saver. Instead of scrapping a comfortable sofa, for example, there are at least a half dozen ways to improve how it looks with expert use of color.

Participants can come early on March 29 and bring photos of their own space for ideas specific to their situation. Refreshments and gifts will be provided. Registration is free, but space is limited, so please register for the event by calling (610)975-0126.

Ask Sherwin-Williams™

Sherwin-Williams is the nation's largest specialty retailer of paint, stains, coatings, wall coverings and sundry items. With more than 3,300 neighborhood stores in North America, the company is dedicated to supporting the do-it-yourself consumer with exceptional products; resources to make confident color selections; and expert, personalized service that's focused on the do-it-yourselfers' unique project needs.

For Release 9 a.m. EDT, September 1, 2010

Sherwin-Williams brand-name products can only be found at Sherwin-Williams stores. You'll be amazed what happens when you ask. Visit sherwin-williams.com. Theresa Cramer is the manager of the Sherwin Williams store at 317 West Lancaster Ave, Wayne, PA, 19087.

About HeartWork Organizing

HeartWork Organizing provides professional organizing, design and staging services, and public speaking. They help busy people reclaim their space, time, and information around the Greater Philadelphia area and throughout the country. Through consulting, hands-on work and education, HeartWork Organizing specializes in helping people find their peace and purpose. Darla DeMorrow is a certified Home Staging Professional, Redesign Specialist, Certified Professional Organizer®, and Certified *Color with No Regrets* Consultant. Contact HeartWork Organizing at 856-905-3202, Darla@HeartWorkOrg.com or learn more at www.HeartWorkOrg.com

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