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***The NKBA 30s Choice Awards Debut at KBIS 2019***

*The Class of 2019 Thirty Under 30s will be on the hunt for creative and spectacular kitchen and bath products and innovation*

**HACKETTSTOWN, NJ — (January 31, 2019)** — The National Kitchen & Bath Association (NKBA), the authority on all things residential kitchen and bath, honors an outstanding group of young professionals as part of its Thirty Under 30 program. These individuals come from all corners of kitchen and bath design and remodeling, are already accomplished in their particular discipline and have demonstrated a dedication to their craft and the industry at large. The new class will be introduced on the KBISNeXT Stage at 11:30 a.m. on Tuesday, Feb. 19.

At KBIS, each incoming class is tasked with a mission. This year, the 30s — split into 10 groups of three — will scour the KBIS show floor in search of the most innovative products, ideas and technologies in 10 categories. These finds will be the inaugural **30s Choice Awards**, and will be presented on the KBISNeXT Stage at 10:30 a.m. on Thursday, Feb. 21. The awards ceremony will be hosted by NKBA Insider and 30 Under 30 Alumnus Richard T. Anuszkiewicz. Thirty Under 30 alums, brands, media and former sponsors are all invited to attend.

The categories are:

* Sustainability (Recycled/Reused)
* Artisan Maker
* Outdoor Living
* Smart Home Integration/Wi-Fi-Enabled Product
* Customization Capabilities
* Universal Design/Living in Place
* Wellness/Health
* Innovative Material
* Creative Use of Color
* State-of-the-Art Hardware

After the Tuesday stage introduction, the 30s are given their respective categories and immediately begin the hunt. Exhibitors should be on the lookout for the 30s, who will be sporting pins and clipboards for easy spotting. Rules state that they must have possible choices by the end of the day Wednesday, when they will gather to deliberate and select final winners for each category.

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**“The NKBA is a staunch believer in providing educational and fun opportunities to the industry’s emerging talent,” said Suzie Williford, Chief Strategy Officer and EVP of Industry Relations. “The 30s have a number of events this year at KBIS, including the Thirty Under 30 alumni breakfast, a networking event where both the alums and the new class have plenty to learn from each other.”**

The Thirty Under 30 program, now in its seventh year, is generously sponsored by Wilsonart and Signature Kitchen Suite. If you know — or you are — an outstanding young professional who should be considered for this honor, click [here,](https://nkba.org/info/initiatives/thirty-under-30) or visit nkba.org for more details. The nominations for the Class of 2020 open in April.

**About the National Kitchen & Bath Association and the Kitchen & Bath Industry Show**

The National Kitchen & Bath Association (NKBA) is the not-for-profit trade association that owns the Kitchen & Bath Industry Show® (KBIS), as part of Design & Construction Week® (DCW). With nearly 14,000 member companies representing tens of thousands of members in all segments of the kitchen and bath industry, the NKBA has educated and led the industry since the association’s founding in 1963. The NKBA envisions a world where everyone enjoys safe, beautiful and functional kitchen and bath spaces. The mission of the NKBA is to inspire, lead and empower the kitchen and bath industry through the creations of certifications, marketplaces and networks. For more information, visit NKBA.org or call 1-800-THE-NKBA (843-6522).

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