



FOR IMMEDIATE RELEASE

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## **C&L WARD RAISES MONEY FOR GENESEE COUNTY HABITAT FOR HUMANITY IN JULY 2014 WITH LIKES FOR DOLLARS CAMPAIGN**

**August 26, 2014 (Davison, MI)** - C&L Ward has raised \$1130.00 in its monthly "Likes for Dollars" campaign in the month of July and has donated the funds to Genesee County Habitat for Humanity for their efforts. On May 1, 2013, C&L Ward began "Likes for Dollars" where they have been sponsoring an area non-profit each month through social media. During the month, the company has asked active Facebook users to like their business page. For each "like" received during the month, they give \$1 to the sponsored non – profit organization. The more likes they get in a month's time, the more money they will donate. The non-profit of the month will be featured on the C&L Ward Facebook page, website and in other company advertising. In July, the Genesee County chapter of Habitat for Humanity obtained the highest amounts of likes on C&L Ward's facebook page (thus the highest donation) since the program started. The second highest was Genesee County Library in the inaugural month of May, 2013. C&L Ward is sponsoring the The Arc of Midland currently and will sponsor Priority Children of Flint in September.

"We are pleased to present \$1130.00 to Genesee County Habitat for Humanity," stated Patrick Ward, President of C & L Ward. "We recognize that giving back to the community is an essential part of our business. The program has been a huge success thus far, and look forward to assisting other regional non-profit organizations in the future, as well."

The "Likes for Dollars" campaign will run indefinitely and will promote and benefit to organizations in Genesee County, the Great Lakes Bay region, Metro Detroit and Greater Lansing.

### **ABOUT C & L WARD**

C & L Ward is one of Michigan top providers of exterior home improvement replacement products and services. Founded in 1972, C & L Ward is a family-owned and operated corporation that is strongly committed to complete customer satisfaction. They have three interactive showroom locations displaying windows, siding, roofing & decking products & service the following market areas: Flint, Tri-Cities & Metro Detroit. Recognized by both *Qualified Remodeler* and *Remodeling* magazines as one of the nation's top remodeling firms in 2010, 2011, 2012 and 2013 they have over 25,000 satisfied clients and offer FREE in-home consultations provided with *Integrity* pricing (no pricing games or gimmicks). They are known for quick response repair services for existing roofs, windows, doors and siding with highly trained & certified installation teams. For more information, visit them at [goclward.com](http://goclward.com). Find them (and like them) on facebook at [www.facebook.com/clwardbros](http://www.facebook.com/clwardbros), Twitter @CandLWard, You Tube at C&L Ward, Pinterest at C&L Ward or hash tag #GoCLWard, as well.

**ABOUT GENESEE COUNTY HABITAT FOR HUMANITY**

Genesee County Habitat for Humanity was established in 1990 and is one of 2000 nationwide affiliates. Founded in 1976 by Millard and Linda Fuller, they are dedicated to eliminating poverty housing and homelessness from the world, and to make decent shelter a matter of consciousness and action. They bring thousands of homes in 100 countries. A Habitat home is built every 24 minutes in the world. The Genesee County Habitat for Humanity has built or renovated over 100 homes since its founding.

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