



MEDIA ALERT

FOR IMMEDIATE RELEASE

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C&L WARD DONATES A FREE ROOF FOR FLINT HOMEOWNER IN NEED

Roof to be installed on December 17, 2014 just in time for Christmas

WHAT: In an effort to play Santa Claus this holiday season, C&L Ward will donate and install a brand new roof for a homeowner in Flint who cannot afford to replace it.

WHEN: **Wednesday, December 17, 2014**
Approx. 9 a.m. – 4 p.m.

WHERE: **2512 Wiona Rd, Flint MI 48504**

VISUALS:

- Photo/Video opportunity of roofers installing the roof on the Fordham home
- Interviews with Mr. Fordham or a C&L Ward representative (please schedule ahead of time)

BACKGROUND:

Carlos Fordham came to C&L Ward asking for help with a roof he was trying to put on his mother's home on Winona Street in Flint. He was given a quote by a C&L Ward sales representative and simply could not afford to replace it. He then asked for help with just buying the products at a discount and was going to attempt to replace the roof himself. After seeing the deep repairs the roof needed, the Fordham project was brought to the attention of Pat Ward, C&L Ward's president. Mr. Ward looked at the home's extensive repair needs and decided that he would like to donate the roof to Mr. Fordham and his mother as a *pay-it-forward* holiday gesture.

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. Find them (and like them) on facebook at www.facebook.com/clwardbros, Twitter @CandLWard, You Tube at C&L Ward, Pinterest at C&L Ward or hashtag #GoCLWard, as well.

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