



MEDIA ALERT

FOR IMMEDIATE RELEASE
December 16, 2016

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C&L WARD DONATES A FREE ROOF FOR FLINT HOMEOWNER IN NEED ***Roof to be installed on December 20, 2016 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: Installation will take place Tuesday, December 20, 2016
Approx. 10 a.m. – 4 p.m. (weather permitting)

WHERE: 3075 Shaw Street, Burton, MI 48529

VISUALS:

- Photo/Video opportunity of roofers installing the roof on the Arcand home
- Interviews with a C&L Ward representative (please schedule ahead of time). Ms. Arcand will be at work at Freeman Elementary of school in Flint.

***We are asking media schedule a time to cover the story at the home.**

BACKGROUND:

C&L Ward hosted their annual “Shingles for Shelter” contest for a brand new roof. The contest ran from November 1-15 on their website and the awardee was chosen on circumstance, merit and condition of the roof. C&L Ward received more than 75 entries of very deserving homeowners. **Gidget Arcand of Burton** was ultimately chosen and will be the beneficiary of the gifted roof.

Ms. Arcand, affectionately known as “Miss Gidget” to the faculty and students at Flint’s Freeman elementary school where she works as a secretary, was nominated by her co-workers. In the nomination, they wrote, “Miss Gidget works as the secretary at Freeman Elementary. She is the kindest and most giving individual that I know. She helps EVERYONE whenever they need help and keeps our school running like no one else could. We most DEFINITELY could not live without her. Recently, her doctor found a mass along the ENTIRE right side of her body which she humbly shared with her "Freeman family"... the staff. She only asked for prayers and thoughts of a positive outcome. Because Gidget works for our district and is a secretary, she does not receive any paid time off from work and is the sole person responsible for her personal bills, children, and property. She does not receive help from anyone. Therefore, on the very small salary she makes, she had to go without a pay check for several weeks. I am not sure how she could actually live without an income. Thankfully, the huge mass was removed and it was not cancerous. Yet, Gidget still has enormous medical bills and is suffering from the loss of income. Recently, she has returned to work, never complains and always has a smile on her face. Without her smiling face and hard work, many families, students and staff members just wouldn't come to school or work every day or even attend Freeman. She keeps things manageable and even helps everyone to smile when things seem tough. She actually sings during morning announcements sometimes to motivate students and teachers! She is truly the ROCK of Freeman! We love her and many of us would not want to come to work

or to school without her smiling face there to greet us. PLEASE, PLEASE, PLEASE give her a light in her struggle! She is our light at school and work! I cannot think of ANYONE who deserves it more than she does!"

The C&L Ward marketing team surprised Gidget at work on November 21st and told her the good news. After a few tears and the initial shock wore off, Gidget replied, "This is just so amazing. I am so eternally grateful for everyone who did this for me!"

"We recognized that there are many homeowners, like Gidget, right in our own backyard who are struggling to make ends meet. Replacing a roof is the last thing they need to be burdened with, especially around the holidays." stated Patrick Ward, President of C & L Ward. "We received many touching stories for many deserving homeowners but felt her circumstances embodied what this contest is all about. We've see a lot of failing roofs over the years in our business but nothing is more heartbreaking when you see someone who is genuinely trying their best to do all of the right things and still can't afford to take care of something that is crucial to their own shelter and safety. This community has been very kind to us and we are in the position where can pay it forward to someone who isn't able to make the necessary improvements to their home to keep themselves and/or their family safe." He continues, "We look forward to working with Gidget and making life a little better for her."

This is the third year that C&L Ward has been able to play Santa to a homeowner in extreme need. Carlos Fordham of Flint was the recipient of the roof for his mother in 2014 and Kristopher Shiel of Flint was chosen in 2015. ABC supply Co. Inc. has partnered with C&L Ward and will donate all of the shingles for the new roof as has Metro Sanitation who will be providing the dumpster.

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, Great Lakes Bay, Lansing & Metro Detroit. Recognized by both *Qualified Remodeler* and *Remodeling* magazines as one of the nation's top remodeling firms since 2012 they have over 25,000 satisfied clients and offer FREE in-home consultations. 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.

The presentation to the recipient can be viewed here: <https://youtu.be/J57VHj7Lgm0>

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