



FOR IMMEDIATE RELEASE

**Contact:**

**Michelle Shook**

Vice President of Marketing

810.503.1164

mshook@clwardbros.com

**C&L WARD RAISES MONEY FOR AMERICAN RED CROSS OF GENESEE-LAPEER IN  
MARCH 2014 WITH LIKES FOR DOLLARS CAMPAIGN**

**May 2, 2014 (Davison, MI)** - C&L Ward has raised \$225 in its monthly “Likes for Dollars” campaign in the month of March and will donate money the funds to American Red Cross of Genesee-Lapeer. The American Red Cross, Genesee-Lapeer Chapter, is a key humanitarian partner and a vital participant in Michigan’s plans and programs to help people in Genesee, Lapeer, and Sanilac counties prevent, prepare for and respond to emergencies. The Chapter responds to an average of 3 disasters a week – fires, floods, oil spills – and provides immediate humanitarian aid to people affected by these disasters each year. 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, they have 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 is donated. The non-profit of the month will be featured on the C&L Ward Facebook page, website and in other company advertising. In April, they sponsored Friends of the Genesee County Animal Shelter and are sponsoring the Flint Eastside Mission currently.

“We are pleased to present \$225 to American Red Cross,” 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 during the first year. We 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 hashtag #GoCLWard, as well.

###