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C&L WARD ANNOUNCES GRAND RE-OPENING FOR DAVISON SHOWROOM

VIP Ribbon Cutting/Open House and Client Appreciation Events Planned

May 3, 2016 (Davison, MI) - C&L Ward has announced the grand re-opening of the Davison Showroom, which has been under construction for a little under a year. The new state-of-the-art facility, located at 9284 Lapeer Road, will re-open on Friday May 20, 2016 to the public and feature interactive displays and product galleries of Andersen® replacement windows and patio doors, Therma Tru® entry doors, CertainTeed® siding, L.P. SmartSide™ siding and StoneCraft™ siding, GAF® Designer Roofer, Owens Corning® Asphalt Roofing, Metal Roofing and Fiberon® Decking. It will also feature upgraded retail services, an added parts ordering desk, expanded and rejuvenated office space, modernized consultation areas and an overall façade makeover.

“We needed to invest into our Davison headquarters facility so it would mirror our quality product offerings and emulate the growth of our company,” stated Patrick Ward, President of C&L Ward. “This community has supported us over the past 44 years and we want to show our commitment by keeping relevant.”

To celebrate the re-opening, they will be hosting VIP open house/ribbon cutting and client appreciation events. The VIP open house will take place on Thursday May 19, 2016. The ribbon cutting begins at 4:45pm and with the VIP open house immediately following until 7pm. All invited guests, chamber of commerce members and media are welcome to attend. The festivities continue Friday, May 20 through Saturday, May 21 with a Client Appreciation Event. All previous clients, new clients and the public are welcome to attend. The client appreciation event is a new program for the company. It was designed to thank C&L Ward’s past clients and to invite new clients to learn about their products and services and to view the new showroom.

“We are honored to have so many loyal clients,” said Michelle Shook, C&L Ward’s Vice President of Marketing and Communications. “We wanted to find a way to thank them and bring them into our new Davison showroom to discover the latest trends on replacement windows, patio doors, front doors, roofing, attic insulation, siding, composite decking and more at C&L Ward. We hosted this event for the first time in Novi last fall and realized this was a program that we wanted to continue at other locations. These events are just the beginning of many more to come in the future.”

Shook also mentioned that this is an event that clients do not want to miss. “Not only are we opening doors to a brand new showroom, we are giving away some outstanding prizes to those who attend such as brand new Therma Tru® front entry door for the person who picks the right key, a Mackinac Island Getaway package, \$100 gift cards each hour (Saturday only) and more,” stated Shook. “We will also be serving refreshments, giving free gifts to each attendee, hosting workshops on trending home improvement topics (Saturday only) and offering special discounts for a clients’ next home improvement project.”

On Friday May 20, C&L Ward will have refreshments, product specialists on hand to answer questions and can register for prizes. On Saturday May 21, gift cards will be raffled at 10am, 11am, 12pm, 1pm and after each seminar for attendees. The Mackinac Island Getaway package winner will be drawn at 2pm on Saturday.

The Saturday, May 21 workshop times and topics are:

- **10:30 am – 11:00 am** – *A Smart Consumers Guide to Home Improvements*
- **1:30 pm – 2:00 pm** – *What's up with This "Lifetime" Warranty?*

For more information, for contest restrictions or to RSVP, visit www.goclward.com/appreciation. Media should RSVP for the VIP event by visiting www.goclward.com/VIP or contacting Michelle Shook directly.

ABOUT C & L WARD

C & L Ward is Michigan's top provider of exterior home improvement products and services and largest Andersen® window and door dealer. Founded in 1972, C & L Ward is a family-owned and operated corporation that is strongly committed to complete customer satisfaction and has three interactive showroom locations displaying windows, siding, roofing & decking products. They service the following market areas: Flint, Great Lakes Bay, Lansing and Metro Detroit. Recognized by both *Qualified Remodeler* and *Remodeling* magazines as one of the nation's top remodeling firms from 2010 through 2015 they have over 25,000 satisfied clients and offer FREE in-home consultations. They are known for quick response repair services with highly trained & certified installation teams. For more information, visit them at www.goclward.com. Find them on Facebook at www.facebook.com/clwardbros, twitter @CandLWard and #GoCLWARD.

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