



FOR IMMEDIATE RELEASE

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C&L WARD ANNOUNCES FIRST EVER CUSTOMER APPRECIATION DAY

A day of complimentary workshops, giveaways, special discounts and refreshments for all thinking about home improvements

September 14, 2015 (Davison, MI) - C&L Ward has announced their first ever Customer Appreciation Day. The event will be held on Saturday, October 3, 2015, from 9am until 3pm, at their Novi showroom which is located on 41460, Grand River Avenue in Novi. Previous customer, new customers and the public are welcome to attend.

The event, designed to thank over 25,000 of C&L Ward's past customers and to invite new customers to learn about their products and services, is a first in its kind for the company. "We are honored to have so many loyal customers," 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 modern Novi 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 hope this event is the first of many to come in the future."

Shook also mentioned that this is an event that customers do not want to miss. "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, Michigan vs. Michigan State football tickets, \$100 gift cards each hour and more," stated Shook. "We will also be serving refreshments, giving free gifts to each attendee, hosting workshops on trending home improvement topics and offering special discounts for a customers' next home improvement project."

The 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?*

Gift cards will be raffled at 10am, 11am, 12pm, 1pm and after each seminar for attendees. The U of M vs. MSU football tickets will be raffled off at 2pm. For more information, for contest restrictions or to RSVP, visit www.goclward.com/appreciation.

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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