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C&L WARD ANNOUNCES NEW PROGRAM THAT SUPPORTS AREA NON-PROFITS ***Genesee District Library to benefit in May***

May 1, 2013 (Davison, MI) - C&L Ward has announced its “Likes for Dollars” campaign where they will donate money to regional non-profit organizations in exchange for likes on Facebook. Beginning May 1, C&L Ward will sponsor a non-profit each month. During that month, they are asking active Facebook users to like their business page. For each like received during the month, they will give \$1 to the sponsored non – profit organization. The more likes they get in a month’s time, the more money they will donate. The non-profit of the month will be featured on the C&L Ward Facebook page, website and possibly in other company advertising. The first organization to benefit from the program in May will be the Genesee District Library.

“We recognize that giving back to the communities that have supported us is essential part of our business. stated Patrick Ward, President of C & L Ward. We wanted to implement a relevant idea where we could give back to many different entities. We decided to play it into our social media because we feel that will benefit the non-profits well and create a ‘buzz’ about their cause.”

The “Likes for Dollars” campaign will run indefinitely and will promote and benefit to organizations in Genesee County, the Tri-Cities, Metro Detroit and the Greater Lansing area.

ABOUT C & L WARD

C & L Ward is one of Michigan top providers of exterior home improvement 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 four interactive showroom locations displaying windows, siding, roofing & decking products & service the following market areas: Flint, Tri-Cities, Lansing & Metro Detroit. Recognized by both *Qualified Remodeler* and *Remodeling* magazines as one of the nation’s top remodeling firms in 2010, 2011, 2012, 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 www.clwardbros.com. Find them (and like them) on facebook at www.facebook.com/clwardbros and twitter @CandLWard, as well.

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