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C&L WARD RECEIVES LOCAL HONOR IN ADVERTISING EXCELLENCE

2014 Advertising Campaign Receives ADDY Award from American Advertising Federation of Greater Flint

February 28, 2015 (Davison, MI) - C&L Ward's marketing team was awarded for their advertising excellence by the American Advertising Federation's Greater Flint chapter at a ceremony held on February 20, 2015. They were presented a Silver ADDY during the event for their 2014 rebranding campaign which included teaser and reveal television commercials, digital ads, billboards and print ads. The American Advertising Federation of Greater Flint acknowledges local advertising and marketing professionals each year for the previous year's work at their local American Advertising Awards event.

"It's quite an achievement for our marketing team to receive such an honor amongst all of the talented marketing and advertising from professionals in the area," said Patrick Ward, C&L Ward's president. "We have a wonderful team at C&L Ward who works diligently to ensure we have a positive image in the marketplace. I am very proud of them for winning this recognition."

Michelle Shook, C&L Ward's Vice President of Marketing was credited for creative direction of the campaign and Yasmin Ladha, Graphic Designer, was credited with the design elements of the campaign.

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 from 2012-2015 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. 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.

ABOUT THE AAF-GREATER FLINT

The AAF-Greater Flint connects everyone involved in advertising. What began in 1976 as the Flint Area Advertising Federation (FAAF) has now evolved into the American Advertising Federation Greater Flint (AAF-GF). The role of the ad club has remained unchanged from day one; to promote professional excellence through education, advocacy, networking and community affairs, and develop future advertising professionals.

The AAF-GF connects members; protects and promotes advertising at all levels of government; educates members on the latest trends in technology, creativity and marketing, and recognizes creative excellence in advertising through the ADDY Awards and other accolades. Their mission is to promote professional interaction and growth, integrity and creativity, while supporting a vital advertising and marketing community in/around Genesee County, Michigan. For more information, visit them at www.aafgreaterflint.com. Find them on Facebook at www.facebook.com/aafgreaterflint.

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