



FOR IMMEDIATE RELEASE

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**C&L WARD ANNOUNCES EXPANDED MARKETING DIVISION**

*Vice President of Marketing is announced*

**February 25, 2013 (Davison, MI)** - C&L Ward has announced the appointment of Michelle Shook, CMD as their new Vice President of Marketing.

Michelle Shook will be overseeing the overall marketing strategy, advertising, events, budgeting, digital communications and public relations for the company. She has a proven 18 year track record of marketing, sales and communications management, including 10 years in the shopping center industry. Her career highlights a background comprised of positions in the field and a well as a corporate officer as a regional vice president with Prime Retail. Outside of the shopping center industry, Michelle has many years of expertise in publishing, print and digital media with Booth Mid-Michigan (Flint Journal/Bay City Times/Saginaw News) where she led the publishing division and YOUR Magazine and then oversaw the marketing team and coordinated business development, community relations, sponsorship and events. In addition to her corporate experience, she was the principle in her own consulting firm working with clients such as Jones Lang LaSalle, Cabela's, Publicom, The University of Michigan-Flint, Women2Women Michigan and Excellence Training. She obtained the prestigious Certified Marketing Director designation from the International Council of Shopping Centers in 2005. Michelle holds a BS Degree in Merchandising and Marketing from Western Michigan University and has been certified in Public Relations and Crisis Communications.

"We are excited to welcome Michelle to our C&L family," stated Patrick Ward, President of C & L Ward. "Her knowledge and experience will be a huge asset to us as we continue to grow and expand our operations."

**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](http://www.clwardbros.com). Find them on facebook at [www.facebook.com/clwardbros](http://www.facebook.com/clwardbros), as well.