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C&L WARD DONATES AND INSTALLS A FREE ROOF FOR FLINT HOMEOWNER IN NEED

Roof to be installed just in time for Christmas

December 16, 2014 (Davison, MI) – In an effort to play Santa Claus this holiday season, C&L Ward will donate a brand new roof for a homeowner in Flint who cannot afford to replace it. Carlos Fordham came to C&L Ward asking for help with a roof he was trying to put on his mother's home on Winona Street in Flint. He was given and quote by a C&L Ward sales representative and simply could not afford to replace it. He then asked for help with just buying the products at a discount and was going to attempt to replace the roof himself. After seeing the deep repairs the roof needed, the Fordham project was brought to the attention of Pat Ward, C&L Ward's president. Mr. Ward looked at the home and decided that he would donate the roof to Mr. Fordham and his mother as a pay-it-forward holiday gesture.

"We recognized that there are many homeowners, like Mr. Fordham and his mother, right in our own backyard who are struggling to make ends meet. Replacing a roof is the last thing they need to be burdened with, especially around the holidays." stated Patrick Ward, President of C & L Ward. "The Fordham's story touched us and we felt we had to do something. We've see a lot of failing roofs in our years in business but nothing is more heartbreaking when you see someone who is genuinely trying their best to do all of the right things and still can't afford to take care of something that is crucial to their own shelter and safety. This community has been very kind to us and we are in the position where can pay it forward to someone who isn't able to make the necessary improvements to their home to keep themselves and/or their family safe." He continues, "We look forward to working with Carlos Fordham and making life a little better for his mother this week."

Project coordination for the new roof is underway and the start date of the installation will begin **tomorrow, December 17th**. Installation should be completed by the end of the day for anyone wanting photo and/or interview opportunities. ABC Supply Co. Inc. has partnered with C&L Ward and will donate all of the shingles for the new roof.

C&L Ward hosts several community goodwill programs throughout the year, such as Shingles for Shelter, Stuff the Van and a "Likes for Dollars" campaign through their Facebook page (www.facebook.com/clwardbros) that benefits organizations in Genesee County, the Great Lakes Bay Region, Metro Detroit and Greater Lansing. They also give away a \$10,000 Home Makeover annually for those who register at an event or online.

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 in 2010, 2011, 2012 and 2013 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.

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