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C&L WARD RAISES MONEY FOR CATHOLIC CHARITIES OF SHIAWASSEE AND GENESEE COUNTIES IN JANUARY 2014 WITH LIKES FOR DOLLARS CAMPAIGN

March 16, 2015 (Davison, MI) - C&L Ward has raised \$257.00 through its monthly “Likes for Dollars” campaign in the month of January and has donated the funds to Catholic Charities of Shiawassee and Genesee for their efforts. On May 1, 2013, C&L Ward began “Likes for Dollars” where they have been sponsoring an area non-profit each month through social media. During the month, the company has asked active Facebook users to like their business page. For each “like” received during the month, they give \$1 to the sponsored non – profit organization. The more likes they receive 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 in other company advertising. In July of 2014, the Genesee County chapter of Habitat for Humanity obtained the highest amounts of likes on C&L Ward’s facebook page (thus the highest donation) since the program started. The second highest was Genesee County Library in the inaugural month of May, 2013. C&L Ward is currently sponsoring Reach and Traverse Place of Flint and will sponsor Shelter of Flint in April.

“We are pleased to present \$257.00 to Catholic Charities,” stated Patrick Ward, President of C & L Ward. “We recognize that giving back to the community is an essential part of our business. The program has been a huge success thus far. We look forward to assisting other regional non-profit organizations in the future.”

The “Likes for Dollars” campaign will run indefinitely and will promote and benefit to organizations in Genesee County, the Great Lakes Bay region, Metro Detroit and Greater Lansing.

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 consecutive years of 2010 through 2014 they have over 25,000 satisfied clients and offer FREE in-home consultations provided. 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 hash tag #GoCLWard, as well.

About Catholic Charities of Genesee and Shiawassee Counties

Since 1941, Catholic Charities of Shiawassee & Genesee Counties has worked to strengthen lives and preserve families by providing quality, comprehensive, human service programming and services. Today, they continue to fulfill their mission – *Providing Help and Creating Hope* – by offering all individuals, regardless of faith or situation, the means to reinforce the positive values of family life, by contributing to harmonious family interrelationships, and by promoting healthy personality development for individuals and families. Catholic Charities abides by fundamental values and ethical standards as determined by the Roman Catholic Diocese of Lansing.

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