Owens Corning™ Launches National Roof Deployment Project

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Platinum Preferred Contactors Give Back to Military Families Nationwide

Today, before more than 300 Platinum Preferred Contractors, Owens Corning™ Roofing launched a new program, the Roof Deployment Project, which aims to inspire, activate and match its network of independent Platinum Preferred Contractors with military families around the country to deliver and install a free, new roof.

Partnering with Support Our Troops®, a 501(c)(3) public purpose charity that specializes in helping Americans strengthen the morale and well-being of their current military service members and their families, Owens Corning’s™ Roof Deployment Project is designed to show this country’s gratitude to our soldiers.

For the military men and women and their families who have sacrificed so much, Owens Corning Roofing and its network of independent Platinum Preferred Contractors, along with support from the Owens Corning Foundation, are donating roofing materials and labor.

“We’re excited to officially kick off the Roof Deployment Project and give back to the military members and families who give so much to our country,” said Bill Mabry, Contractor Network Leader, Owens Corning™ Roofing and Asphalt. “This program provides Owens Corning and its network of independent Roofing Platinum Preferred Contractors with a way to help make these military families’ lives a little less stressful.”

While military families face day-to-day experiences similar to civilian families, they often experience additional stressors and challenges as a result of military life. According to Blue Star Families’ 2014 Military Family Lifestyle Survey, nearly 40 percent of military spouses feel stressed all or most of the time and one of the top stressors is household responsibilities.

“The Roof Deployment Project will play a key role in bettering the lives of service men and women and their families,” said Martin C. Boire, Executive Director of Support Our Troops®. “It’s a great symbol of support here at home for those who protect our country on a daily basis.”

Owens Corning saw the success and positive impact the Roof Deployment Project has on military families during its first build with Sergeant Juan Rodriguez in San Antonio, TX. Brad Beldon, a local Owens Corning™ Roofing Platinum Preferred Contractor, and his team at Beldon Roofing Company stepped up to give back to their local community by repairing Sergeant Rodriguez’s roof earlier this month.

“Being involved in the Roof Deployment Project was an incredible experience for me as well as my entire team here at Beldon Roofing Company,” said Brad Beldon, CEO of Beldon Roofing Company. “This program presents the opportunity to make a small sacrifice on our part and give back to our community and deserving local military families the best way we know how, by building a roof.”

Owens Corning’s network of independent Roofing Platinum Preferred Contractors meet strict standards for professionalism, business stability and customer service. They are the only contractors that can offer Owens Corning’s best warranty and represent less than 1 percent of roofing contractors.
The Roof Deployment Project is available throughout the country for Owens Corning™ Platinum Preferred Contractors. For more information on the Project, or to find out how you can get involved, visit RoofDeploymentProject.com.

About Owens Corning

Owens Corning (NYSE: OC) develops, manufactures and markets insulation, roofing, and fiberglass composites. Global in scope and human in scale, the company's market-leading businesses use their deep expertise in materials, manufacturing and building science to develop products and systems that save energy and improve comfort in commercial and residential buildings. Through its glass reinforcements business, the company makes thousands of products lighter, stronger and more durable. Ultimately, Owens Corning people and products make the world a better place. Based in Toledo, Ohio, Owens Corning posted 2015 sales of $5.4 billion and employs about 15,000 people in 25 countries. It has been a Fortune 500® company for 61 consecutive years. For more information, please visit www.owenscorning.com.

About Support Our Troops®

Support Our Troops® provides simple constructive ways for citizens and community minded businesses to show their patriotism and appreciation for those who sacrifice so much to protect our country, our homes, our families, and our American way of life. Support Our Troops is a registered trademark licensed through SupportOurTroops.org. The official SupportOurTroops.org website is a nationwide platform for individuals, organizations, businesses and non-profits to bolster America's troops and their families in a multitude of ways. It is a moral covenant with those who serve to protect us and our families.

About Roof Deployment Project

The Roof Deployment Project is an initiative by Owens Corning and its Platinum Preferred Contractors to identify, honor and help protect deserving military families by installing new roofs. For more information on the Roof Deployment Project, visit RoofDeploymentProject.com.

Language:

English


Links: