



Ply Gem Teams Up with Country Music Star Lauren Alaina and Greater Cleveland Habitat for Humanity to Address Affordable Housing and Make a Difference in Cleveland

*Five Transformed Homes to be Introduced Alongside Area Officials on Tuesday, July 31
as Part of the Ply Gem Home for Good project*

Cleveland, Ohio – July 16, 2018 – Ply Gem, a leader in exterior building products, in partnership with country star Lauren Alaina and Greater Cleveland Habitat for Humanity, will bring the company’s Home for Good project to Cleveland, transforming five homes in the local area between July 23 – July 31.

As part of Home For Good project, an initiative that has helped hundreds of families across the U.S. achieve the dream of home ownership, homes located at 3416 E. 134th St., 3261 E. 130th St., 3295 E. 130th St., 3291 E. 130th St. and 3283 E. 130th St. will undergo a week-long transformation focused on exterior work with products donated by Ply Gem, culminating in a dedication event in District 4 on Tuesday, July 31.

Over the past five years, the city has seen more than 7,000 abandoned properties, resulting in a concerted effort to revitalize vacant homes vs. building new residences. This strategic and innovative approach helps keep costs down, allows for twice the number of families to be positively impacted, increases neighborhood values and helps create safer communities throughout the city.

“As a leading manufacturer of exterior building products, helping families across the country have access to safe, affordable housing is important to us at Ply Gem,” said Gary E. Robinette, Chairman & CEO. “Through our Home for Good project, we’re committed to giving back to the local community. This month, we’re looking forward to the work ahead of us in Cleveland, utilizing our skills and resources to renovate five homes, while giving back hope to those most in need,” he concluded.

The renovation of these five homes will help address the lack of affordable housing in the greater Cleveland area. Currently, a family of four, earning 30% of the area medium income (\$20,000-\$52,000) spends more than 50% of monthly earnings on housing, leaving little income for basic needs, let alone funds to purchase a home. This makes up 68% of the community. Greater Cleveland Habitat for Humanity has been working with local families, including Yulonda and her daughter, Nayira, who will soon call one of these transformed houses home. Families have completed 250 hours of “sweat equity” investment in her family’s future home, as one of many requirements in the program criteria offered by Habitat for Humanity.

Event details:

- Dedication of five newly-renovated homes located at 3416 E. 134th St., 3261 E. 130th St., 3295 E. 130th St., 3291 E. 130th St. and 3283 E. 130th St. – 12:00 p.m. on Tuesday, July 31
- Select interview opportunities upon request
- Photo and video opportunities with key local officials, future home owners and executives

For more information on the Ply Gem Home for Good project and how the local community can get involved as a “Hometown Hero,” please visit www.homeforgoodproject.com/cleveland.

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About the Home For Good project

Led by Ply Gem Building Products — in support of Habitat for Humanity — the Home for Good project is a multi-year mission to help make affordable homeownership a reality for families in need. Since 2016, Ply Gem has donated nearly \$2 million in products and resources to help build or renovate almost 500 homes in more than 70 communities across the U.S.

About Ply Gem Building Products

Ply Gem, headquartered in Cary, N.C., is a leading manufacturer of building products in North America. Ply Gem produces a comprehensive product line of windows and patio doors; vinyl, aluminum and steel siding and accessories; engineered slate and cedar roofing products; designer accents; cellular PVC trim and mouldings; vinyl fencing and railing; stone veneer and gutterware; all used in both new construction and home repair and remodeling in the United States and Canada. Visit www.plygem.com for more information.

About Greater Cleveland Habitat for Humanity

Greater Cleveland Habitat for Humanity engages people of all faiths to eliminate substandard housing. We create hope by building and fully-rehabbing homes, strengthening neighborhoods and reweaving communities. Cleveland Habitat was founded as a 501(c)(3) nonprofit organization in 1987. During the last 31 years, Cleveland Habitat has brought together over 200 sponsor groups and 80,000 volunteers to help almost 300 Partner Families, with about 900 children, have a safe and decent place to live. We have provided working families who earn between 30 and 80% of the area median income (AMI) affordable homeownership opportunities in 20 different Cleveland neighborhoods and two inner-ring suburbs. For more information on Greater Cleveland Habitat for Humanity visit <http://www.clevelandhabitat.org/>.

About Lauren Alaina

Georgia native Lauren Alaina captured America’s hearts when she competed on Season 10 of *American Idol*. In 2017, Lauren followed up her No. 1 debuting first album, *Wildflower*, with the release of her critically-acclaimed sophomore album, *Road Less Traveled*. The album landed on multiple end-of-year “Best Of” lists including *Billboard*, *Rolling Stone* and Amazon, and it became the top-streamed female country album release of the year. Praised as “full of life lessons and uplift” (*PEOPLE*), the collection of 12 songs all written by the young star includes Lauren’s first No. 1 smash, “Road Less Traveled,” the Top 25 hit “Doin’ Fine,” and the deeply personal and inspiring, “Three.”

The “sassy Southerner with killer pipes” (*PARADE*) has shared the stage with superstars including Alan Jackson, Carrie Underwood, Luke Bryan and Martina McBride. Lauren recently joined Cole Swindell on the *Reason to Drink Tour* and is currently on tour with Jason Aldean for this summer’s *High Noon Neon Tour*.

Lauren is this year’s ACM New Female Vocalist of the Year and she performed on the ACM Awards broadcast live from Las Vegas. In addition to nominations for ACM Vocal Event of the Year and *Billboard Music*’s Top Country Song awards, Lauren earned this year’s CMT Collaborative Video of the Year Award for “What Ifs,” the triple platinum-selling No. 1 hit with childhood friend, Kane Brown. Lauren is one of CMT’s Next Women of Country and she received her first CMT Music Award for Breakthrough Video of the Year with her No. 1 hit “Road Less Traveled.” Following the release of *Road Less Traveled*, Lauren has earned nominations for the ACM Awards, CMA Awards, CMT Music Awards, Teen Choice Awards, Radio Disney Awards and *Billboard Music Awards*.

For more information, visit www.LaurenAlainaOfficial.com.