



## FOR IMMEDIATE RELEASE

**MEDIA CONTACT:** Cathy Ma  
Associate Brand Manager  
253-922-2030  
[cathyma@milgard.com](mailto:cathyma@milgard.com)

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## **Milgard Partners with Tacoma/Pierce County Habitat for Humanity in Social Media Fundraising Campaign to Make Homeownership Dreams Come True**

**Tacoma, Wash. (December 18<sup>th</sup>, 2015)** – Milgard Windows & Doors wrapped up a social media fundraising campaign benefiting the Tacoma/Pierce County Habitat for Humanity chapter this Wednesday.

Kicking off the holiday season last month, Milgard invited people to share what ‘home’ means to them using the hashtag #WhatHomeMeans on Facebook and Twitter. At the end of the campaign, Milgard will match each post with a \$1 donation to support the efforts of the local Habitat chapter. 800 Facebook and Twitter users took part in the #WhatHomeMeans campaign to make homeownership dreams come true for families in need.

Many campaign participants are Washingtonians proud to support a local cause. The stories share sentiment of family and love. “Home means unconditional love and adoration by family,” shares a Twitter user.

“Home is the place that’s tucked inside your heart, where everyone you love, lives and loves unconditionally,” shares a Facebook user. “No matter how cold the world grows outside, it is your warm haven. A place where hope abounds and possibilities are endless.”

In addition to the dollar per post match, Milgard will double the total donation to \$1,600.

Through this campaign, Milgard aims to bring more awareness to the need for affordable housing and the positive impact homeownership has on families in need.

“In manufacturing, we realize we can’t improve a process until it’s stable and I think the same thing applies to families,” says David Maki, vice president of technology and supply at Milgard. “Families can’t improve their situation whether it’s economic or educational unless they have a stable environment.”

“It’s wonderful when the community can come together to support a great cause,” says Jeremiah Noneman, director of marketing at Milgard. “We are heavily invested in the local communities we serve and dedicated to helping our neighbors. The #WhatHomeMeans campaign wasn’t just about raising

funds, but about raising awareness for a very important cause. I feel proud to be a small part of Habitat's life-changing work."

Milgard has been a longtime partner of Habitat for Humanity across various chapters through donations of product, volunteer hours and financial contributions. This is the first time Milgard partnered with a Habitat for Humanity chapter on a social media fundraising campaign.

To view posts from participants, visit [facebook.com/milgard](https://facebook.com/milgard) and [@milgard](https://twitter.com/milgard) on Twitter.

### **About Milgard Windows & Doors Corporation**

Milgard Windows & Doors, a Masco company based in Tacoma, Washington, offers a full line of vinyl, wood, fiberglass and aluminum windows and patio doors for builders, dealers and homeowners, all backed by a Full Lifetime Warranty, including parts and labor. The company has been recognized for manufacturing the nation's highest quality vinyl windows eight times in a yearly survey sponsored by Hanley-Wood Inc., publishers of BUILDER Magazine. Milgard has approximately 3,800 dealer locations nationwide. For more information, visit [milgard.com](https://milgard.com) or call 1.800.MILGARD.

### **About Masco Corporation**

Headquartered in Taylor, Michigan, Masco Corporation (NYSE: MAS) is one of the world's largest manufacturers of brand-name consumer products for the home and family. Masco is also a leading provider of services that include the installation of insulation and other building products. For more information, visit [masco.com](https://masco.com) or call 313.274.7400.

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