

CONTACT INFORMATION:

434.266.1170

CenvarRoofing.com



LYNCHBURG ROOFING CHANGES NAME TO CENVAR ROOFING

LYNCHBURG, VA - June 19, 2019 - Lynchburg Roofing announced today that it will be changing its name to Cenvar Roofing. The branding will remain relatively unchanged yet will reflect the new name in its logo and website, CenvarRoofing.com.

The newly selected name comes after a 3 week contest calling on the members of each of its service areas to submit their suggestion which resulted in over 750,000 participants with almost 50,000 unique name ideas. The new name was suggested by Laura Wonderley of Staunton, VA, who was awarded the \$25,000 grand prize. The secondary prize of \$10,000 was awarded to the newly minted 'Biggest Fan', Tammy Tomlin of Arrington, VA.

Chris Good, Founder and CEO, said, "Our local roofing company has grown to serve many communities across the state and we wanted to ensure those communities, along with future ones, would not assume we would need to travel far to serve them. We have aggressive goals for future locations serving many new communities and states, but we wanted to make sure we paid tribute to where we were founded. We began serving the Central Virginia region, so we loved how Cenvar captured that part of our history without alienating any future communities we may serve in the future. "

Lynchburg Roofing will officially become Cenvar Roofing on July 1, 2019. The company's previous website (LynchburgRoofing.com) and its email addresses will forward to the new ones during and following the transition.

Since 2012 Cenvar Roofing (*formerly Lynchburg Roofing*) has strived to be an ethical business putting customers first, expert roofers installing the best roof money can buy, and engaged neighbors freely giving to the communities it serves.

CONTACT INFORMATION:

434.266.1170

CenvarRoofing.com



RENAME CONTEST | FACT SHEET

The rename contest ran from May 20th to June 9th. The public was invited to use the logo generator located at LynchburgRoofing.com/25k to preview ideas until they found the one to officially submit. Upon submission of their official name idea, contestants received an email confirming their submission. This email also informed them of a secondary contest rewarding \$10,000 to the contestant who gets the most family and friends to enter the contest.

The results of this contest were widespread and below are some statistics with that contest.

GENERAL

| | |
|------------------------------|----------------|
| Total participants - | 788,641 |
| Total official contestants - | 77,809 |
| Total unique names - | 49,245 |

CONTESTANTS

| | |
|-------------------------------|-----------|
| Total states represented - | 50 |
| Total countries represented - | 76 |

SOCIAL MEDIA

| | |
|---------------------------------|---------------|
| Total shares of contest posts - | 1,297 |
| Total gifs sent on Facebook - | 8,701 |
| Total social media posts - | 15,583 |

WINNERS

| | |
|-------------------|--|
| \$25,000 Winner - | Laura Wonderley (<i>Staunton, VA</i>) |
| \$10,000 Winner - | Tammy Tomlin (<i>Arrington, VA</i>) |