



Media Contact: Todd Stanford
tstanford@miwd.com
717.365.3300, ext. 2642

Press Release

FOR IMMEDIATE RELEASE

MI Foundation Raises Nearly 80K in Fight Against Breast Cancer

GRATZ, Pa. (Nov 9, 2020) – Through the MI Charitable Foundation, MI Windows and Doors, Milgard Windows & Doors, and their business partners raised nearly \$80,000 in October to support breast cancer awareness month.

“We are so grateful to everyone who helped make this a truly successful Breast Cancer Awareness Month,” MI CEO Matt DeSoto said. “The fight against breast cancer has been a major focus of ours since the beginning of the MI Foundation. We’re grateful for the opportunity to do our part to help those in need.”

To promote awareness and raise funds, MI Windows and Doors and Milgard Windows & Doors teams conducted a fundraiser of pink merchandise, encouraged donations online, and turned the NFRC product labels pink in October.

The MI Foundation kicked off the effort with a \$50,000 donation split between the National Breast Cancer Foundation and the Breast Cancer Research Foundation. Another \$20,000 was raised through an online donor program and by selling pink merchandise, and \$10,000 was raised through a social media campaign and product purchase registrations.

In addition to the money raised for these National organizations, Milgard and MI team members supported breast cancer charities in their communities, helping to increase awareness and raise money for local families and charities throughout the month.

About the MI Charitable Foundation

In 2015, the MI Charitable Foundation was founded on the belief that we all have an obligation to help our fellow citizens. The charitable foundation has committees at each MI and Milgard Windows & Doors locations that raise and donate funds for local initiatives as well as three noteworthy causes – veteran’s affairs, child wellbeing, and cancer.

About MI

MI is a fenestration products manufacturer that owns and operates two brands – MI Windows and Doors and Milgard Windows & Doors. MI is one of the nation’s largest suppliers of precision-built and energy-efficient windows and doors. With more than 10 manufacturing plants located throughout the United States, MI brands manufacture stylish, high-performance, and market-preferred products for both new construction and replacement applications. For more information, visit www.miwindows.com or www.milgard.com.

