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Press Release

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FOR IMMEDIATE RELEASE

INTRODUCING THE REDESIGNED CRA WEBSITE WWW.COLORADOROOFING.ORG

The CRA is proud to announce the unveiling of the redesign of www.coloradoroofing.org, which is set to go live on **Monday, May 16, 2011.**

As members, we hope that you don't feel that the CRA is just an advertising logo. It is an organization based on the belief that it is our responsibility to *'promote the ethics, education and image of the roofing industry in the State of Colorado through meetings and actions of the members.'*

The big hailstorms that have hit Colorado in the past few years have given us the opportunity to take a look at our industry and work towards making some changes in the association. For the CRA, the board has worked diligently in 2010 and through 2011 to 'raise the bar' in our industry. On the top of our list is educating and protecting consumers.

First...was by pursuing State Registration/Licensing of roofing contractors here in Colorado. Unfortunately, our consumer protection bill introduced to the 2011 State Legislature failed. But the association is still committed to pursuing a positive change in our industry - attempting to ensure through a uniform process that those who represent themselves as being a roofing contractor have the proper experience, background and qualifications to perform work in Colorado. A new roof is a big investment for homeowners, our bill would have given consumers a new level of protection and a place to verify and check credentials of potential contractors.

Second... the CRA board is also committed to developing our website as a place consumers' value as a trusted source for education and information for one of the biggest decision making processes a homeowner makes – investing in a new roof! We have worked to redevelop the CRA website by establishing a new and refreshed online presence with two purposes:

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- To provide Consumer Education about selecting roofing contractors for roofing projects and to motivate home owners and building managers to choose CRA Contractor Members for their roofing needs; and
- Continue to provide membership information to CRA Members about the activities and operations of the association.

The site has a new look that is attractive, easy to use and visually interesting through the use of movement (rotating photos, scrolling text and/or other effects). The site is more user friendly and developed to encourage consumers to “take action” by contacting a member contractor for his/her roofing project. The contractor search function has been upgraded to a more modern search using a zip code based system that produces member lists in a random order each time so that A's are not always at the top and Z's are not always at the bottom.

The membership area will continue to provide you with association information, event announcements, newsletters, press releases, photo galleries, etc. Based on past website usage, the Code Guidelines are our most popular feature. This area is now password protected so that only members will be able to view the information.

We encourage member feedback on the new site. It is a member benefit that exists to help educate and provide information to both you our members and consumers looking for a new roof. Please help us in making the site a better and more useful tool. Send your suggestions via email to debbie@coloradoroofing.org.

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