



FOR IMMEDIATE RELEASE

Media Contact:

Janelle Pederson, Marketing Coordinator
Aacer Flooring
Peshtigo, WI 54157
715-582-1221; janellep@aacerflooring.com

Anita Howard, Chief Operating Officer
NWFA
Chesterfield, MO
636-519-9664; anita.howard@nwfa.org

NWFA Completes 37th Home with Gary Sinise Foundation

Aacer Flooring Donates to the Project

ST. LOUIS, Missouri (February 18, 2019) – The National Wood Flooring Association (NWFA) has provided flooring for its 37th home in support of the Gary Sinise Foundation R.I.S.E. program (Restoring Independence Supporting Empowerment). The R.I.S.E. program builds custom, specially adapted smart homes for severely wounded veterans and first responders. The home dedication for United States Army Specialist First Class Caleb Brewer (Ret.) took place on February 6, in Tucson, Arizona. Flooring for the project was donated by NWFA members Palo Duro and Aacer Flooring.

SFC Brewer joined the Army in 2005 as an Intelligence Analyst in the Army Reserves. After a deployment to Iraq in 2008, he was selected to attend Special Forces training, earning his Green Beret in 2012. On December 4, 2015 (his 31st birthday), Caleb was deployed in Afghanistan where he and his team were conducting a large-scale clearing operation focused on Sangin District in Helmand Province. Caleb and his team located a Taliban improvised explosive device (IED) factory and began clearing the compound. As they did so, a pressure plate IED detonated beneath Caleb, resulting in the loss of both legs.

“In addition to losing both his legs, Caleb faced multiple medical challenges during his recovery, including severe infections, blood clots, and blood loss,” says NWFA President and CEO, Michael Martin. “Yet despite these challenges, he was able to walk on a single prosthetic leg just three months after his injury. Today, he is surfing, shooting, running, and rock climbing. His drive and determination to live life to the fullest are evident with the completion of an Army 10 Miler run and the Bataan Memorial Death March. We’re honored to partner with Palo Duro and Aacer to provide flooring for his new home.”

In addition to the 37 homes already completed, NWFA currently is working with its members to source wood flooring for 13 additional R.I.S.E. homes in various stages of planning and construction. Currently, 57 NWFA member companies have donated product, logistics, and

installation services in locations throughout the United States, with a total value of more than \$4.0 million. A list of all NWFA R.I.S.E. participating companies can be found at <http://www.nwfa.org/giving-back.aspx>.

By the end of this year, 70 specially adapted smart homes will be completed or underway through the Gary Sinise Foundation R.I.S.E. program. To learn more about the program, and how you and/or your company can get involved, contact the NWFA at 800.422.4556, or e-mail them at anita.howard@nwfa.org.

The National Wood Flooring Association is a not-for-profit trade organization, with more than 3,200 member companies world-wide, dedicated to educating consumers, architects, designers, specifiers and builders in the uses and benefits of wood flooring. The NWFA is located at 111 Chesterfield Industrial Boulevard, Chesterfield, MO 63005, and can be contacted at 800.422.4556 (USA & Canada), 636.519.9663 (local and international), or at www.nwfa.org.

Aacer Flooring, a member of the National Wood Flooring Association (NWFA), is a privately-owned family business headquartered in Peshtigo, WI. Aacer Flooring is known for being a high-caliber manufacturer of Northern hardwood flooring for the sport & recreation, residential and commercial markets. Building on their sound reputation in the marketplace for their solid prefinished and unfinished flooring, they expanded their manufacturing operation by adding a top-notch engineered flooring line. With a 350,000 square foot, environmentally controlled manufacturing facility and 15 kilns, all hardwood material for their solid and engineered flooring is kiln-dried, milled, graded and prefinished to precision on-site. Aacer products can be found installed throughout the world. To learn more about Aacer Flooring, visit www.aacerflooring.com or call 715-582-1181.

###