



Press Contacts:

Krista Hazen  
SBC Advertising  
(614) 255-2318  
[khazen@sbcadvertising.com](mailto:khazen@sbcadvertising.com)

Josh Chaney  
SBC Advertising  
(614) 255-2381  
[jchaney@sbcadvertising.com](mailto:jchaney@sbcadvertising.com)

**FOR IMMEDIATE RELEASE:**

**MAYTAG BRAND, HOMEAID AMERICA PARTNER TO PROVIDE SHELTER TO HOMELESS**  
*Multi-Year Agreement Includes Maytag Contribution of Appliances and Funding*

**BENTON HARBOR, Mich. (Feb. 4, 2014)** – More than 630,000 people experience homelessness on any given night in the United States, according to the National Alliance to End Homelessness. To support those in need, Maytag brand is teaming up with HomeAid America to help supply temporary shelter for homeless families working to get back on their feet.

As part of the partnership, Maytag will contribute appliances and funding to HomeAid, a non-profit organization that builds and renovates multi-unit shelters for America's temporary homeless families and individuals. To date, HomeAid has built more than 350 housing projects nationwide at a value of more than \$200 million – nearly 50 percent of which was donated by the building industry.

"Now more than ever there are people in America that need help, and Whirlpool Corporation has always been a leader in assisting with safe and secure shelter," said Bob Bergeth, general manager, Whirlpool Corporation builder sales. "Just as Maytag brand is known for dependability, HomeAid has served as a dependable lifeline for thousands of Americans who needed a place to stay as they rebuilt their lives. For this reason, we're very pleased to partner with HomeAid."

To kick off the brand's support of HomeAid, Maytag® kitchen and laundry appliances will be installed in eight apartments being added to the New Vista Shelter in Fullerton, Calif. The effort is HomeAid's 50<sup>th</sup> development in Orange County and is part of a combined effort between Pathways of Hope, Shea Homes and HomeAid Orange County. When completed, the new apartments will provide shelter for up to 36 people.

"We are thrilled to add Maytag as a national partner for HomeAid America," said Peter Simons, chief executive officer of HomeAid America. "Maytag has been a household name for generations, known for their dependability and reliability; those are two wonderful qualities in a partner. HomeAid is very lucky to have them on our side as we continue our effort to provide housing and other assistance for today's homeless."

The New Vista Shelter expansion marks the kickoff of HomeAid America's 25<sup>th</sup> anniversary. In 2014, HomeAid America will highlight the growth and successes of the organization as well as celebrate their donors, volunteers and a number of new projects. Since its founding in 1989, HomeAid America's shelters have provided more than 7,500 beds per night throughout the nation and have housed more than 170,000 people as they work to rebuild their lives.



For more information on the partnership between Maytag brand and HomeAid, and how Inside Advantage is helping the building industry, visit [InsideAdvantage.com](http://InsideAdvantage.com). Inside Advantage by Whirlpool Corporation helps designers, builders and remodelers create more livable spaces.

#### **ABOUT HOMEAID AMERICA**

HomeAid is a leading national non-profit provider of housing for homeless families and individuals. Through the generosity of builders, their trades and their suppliers, HomeAid has completed 350 housing projects nationwide at a value of more than \$200 million, of which nearly 50 percent has been donated by the building industry. HomeAid currently has 25 additional projects in development across the country. HomeAid's facilities offer 2.4 million bed-nights annually through HomeAid's network of 15 active chapters in 10 states across the country. For more information about HomeAid, call 1-888-3HOMEAID or visit [www.homeaid.org](http://www.homeaid.org).

#### **ABOUT MAYTAG BRAND**

For more than a century, Maytag<sup>®</sup> brand appliances have been synonymous with dependability and durability. Through the commitment of Whirlpool Corporation, Maytag<sup>®</sup> brand's enduring tradition of quality production and performance continues to thrive. Exceptionally durable, commercial-grade components are found in many Maytag<sup>®</sup> brand appliances – including Maytag<sup>®</sup> Maxima<sup>®</sup> front-load and Maytag<sup>®</sup> Bravos<sup>®</sup> top-load washers and dryers. Maytag brand is part of the Whirlpool Corporation. For more information on any Maytag<sup>®</sup> brand appliance, visit [www.maytag.com](http://www.maytag.com).

#### **ABOUT WHIRLPOOL CORPORATION**

Whirlpool Corporation is the world's leading global manufacturer and marketer of major home appliances, with annual sales of approximately \$19 billion in 2013, 69,000 employees, and 59 manufacturing and technology research centers around the world. The company markets Whirlpool, Maytag, KitchenAid, Jenn-Air, Amana, Brastemp, Consul, Bauknecht and other major brand names to consumers in nearly every country around the world. Additional information about the company can be found at [www.whirlpoolcorp.com](http://www.whirlpoolcorp.com).

###