



FOR IMMEDIATE RELEASE

Flaherty's Flooring America announces their 2019 Flaherty's Cares Floor Giveaway winner. World War II veteran wins floor makeover valued up to \$10,000.

October 18, 2019 - HOUSTON, TX

Labor Day has always been an exciting time at Flaherty's Flooring America. Their annual Labor Day Sale remains one of the most successful sale events they host every year. In addition to offering great values to their customers, Flaherty's pride themselves on being able to support local veterans suffering from PTSD through their generous donations to Camp Hope.

Camp Hope provides interim housing for our Wounded Warriors, veterans and their families suffering from combat related PTSD in a caring and positive environment. The facility opened in 2012 and is located in a quiet and safe setting in Houston, Texas whereby veterans and their immediate family members can find healing, help and hope while benefiting from an intensive peer support and mentoring program for Post Traumatic Stress. In addition to temporary housing, Camp Hope offers a 90+ day PTSD recovery program in which residents: attend group lessons and support sessions with other combat veterans; conduct individual mentoring sessions with certified combat trauma mentors; participate in off-site small group interaction activities (fishing, hiking, local activities and events); and get involved with local churches, businesses and volunteer organizations to assist in their personal healing and educating the community on the invisible wounds of war.

Each year, Flaherty's sets aside a portion of their sales during the Labor Day weekend sale to benefit Camp Hope. They also collect both cash donations and home goods during the sale to help house, feed and clothe these veterans. Last year alone, they were able to donate over \$30,000 to this wonderful organization.

In addition to supporting Camp Hope, the owner of Flaherty's Flooring America, Patrick Flaherty, wanted to do even more. So in 2018, the company announced their first Flaherty's Cares Floor Giveaway. Following last year's huge success, the company decided to continue this great cause again in 2019. Nominations for deserving veterans in need of new flooring were collected through their website. A panel of judges with help from the Director at Camp Hope selected this year's winner, Mr. George Ellis.

A World War II veteran, Mr. Ellis was nominated by his daughter, Linda Clark who noted in her nomination letter that her father is, "One of the final few of the greatest generation, this 94 year old, had a deferment to stay and help with his family's farm – but chose to enlist to save the county he loved and respected."

On October 11, 2019, Patrick and his team, surprised Mr. Ellis at his residence in Conroe, TX with the news that he had won the floor giveaway.

For more information, contact: ptamrakar@flahertysflooring.com or 281.363.1962

About Flaherty's Flooring America

Flaherty's Flooring America is a locally-owned flooring store located and serving north Houston area from our stores in Cypress and The Woodlands. Our goal is to make customers floor shopping experience better by guiding, advising and finding the right floor to make homes beautiful. We are the flooring store where friends send friends for their new floors. We work hard every day, committed to becoming the most recommended flooring store.

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