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FOR IMMEDIATE RELEASE

December 12, 2017

METAL ROOFING ALLIANCE SELECTS NEW PR CONSULTANT

PORTLAND, Ore.—The Metal Roofing Alliance (MRA) is excited to announce that Darcie Meihoff, APR, has accepted the position as the organization’s new PR representative.

In her role, Meihoff will handle all public relations activities for MRA, including PR planning, media relations, content creation and cause-related marketing and promotional activities.

Meihoff has vast experience as a top public relations professional, having led PR efforts for some of the best-known integrated marketing agencies in the Pacific Northwest. Her background includes working with globally-renown brands in the building products industry, helping them increase awareness and market share through strategic, award-winning public relations campaigns directed at both trade and consumers.

“We’re excited to have Darcie onboard to help the Alliance continue to drive strong interest in the metal roofing industry for the benefit of our members,” said Renee Ramey, Executive Director of the Metal Roofing Alliance. “Sales of residential metal roofing rose over three percent last year, and by adding additional expertise to our marketing team, our ability to support continued growth is guaranteed.”

About Metal Roofing Alliance (MRA)

Representing metal roofing manufacturers in the United States and Canada, the Metal Roofing Alliance (MRA) was formed in 1998 to help educate consumers about the many benefits of metal roofs. The main objective of MRA is to increase awareness of the beauty, durability and money-saving advantages of quality metal roofs among homeowners, as well as to provide support for metal roofing businesses and contractors. For more information, visit MRA.

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