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## **Walker Roofing Launches New Marketing Campaign**

September 24, 2004—Twin Cities roofing company Walker Roofing has launched a new marketing campaign. Walker has teamed with full-service marketing communications agency Castaneda Williams to develop a new brand identity and marketing materials.

Included in the new look for Walker Roofing is a new logo and tagline, “Worry-proof buildings and homes since 1938.” Print materials including ads and sell sheets were created for a state fair exhibition, and truck signs with the new logo and tagline were also designed.

The new direction for the company will also include lighthearted concepts in order to make the company stand out among roofing businesses. Walker Roofing trucks will be seen driving around the Twin Cities with headlines such as, “If only diapers were built like our leak-free roofs.” Walker is also preparing for the upcoming launch of a new Web site that will allow users to attain home improvement information on a variety of roofing, siding and other areas as well as providing an “ask the expert” section and links to insurance companies and insurance information.

Walker Roofing has offices in Minneapolis and St. Paul and serves the entire metro area. They specialize in roofing, siding and gutters for both commercial and residential projects.

Their emergency 24-7 repair service, commitment to customer satisfaction and expertise in their field make Walker Roofing one of the largest, most successful roofing companies in the Twin Cities. For more information on how they help create worry-proof buildings and homes, visit **[www.walkerroofing.com](http://www.walkerroofing.com)**.

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