



CRCA Announces The 4th Annual National Roofing Week in Canada

March 20, 2023 – Ottawa, Ontario

The Canadian Roofing Contractors Association (CRCA) is excited to announce that Canada's 4th Annual National Roofing Week celebration will take place nationwide from June 5 to 9, 2023. We look forward to your participation and to encourage you – we will be sending each CRCA member a Roofing Week kit with complete details, suggestions, and instructions on how to join our celebration. But you do not have to be a member to celebrate Roofing Week; we encourage everyone involved in the roofing industry to join the celebration.

This initiative of the CRCA, and our provincial affiliate roofing associations from coast to coast, aims to raise awareness of the importance of “having a roof over your head”, bring awareness to the roofing industry and the important work that CRCA members perform year-round. CRCA and the National Roofing Contractors Association in the USA have joined their celebrations to create a true **North American Roofing Week!**

Throughout this week, our roofing contractors/members will highlight through various actions and initiatives, the importance of roofers in Canadian society, whether for job creation, continuing education, or involvement in the community.

The three goals of Roofing Week are:

Firstly, **to increase awareness across Canada about the significance of roofs** to every home and business and share the good deeds of the industry.

Secondly, **to increase the awareness of the roofing trade across Canada**. When most people think of trades, they think of plumbers and electricians – we want to change that. There are 54 Red Seal Trades in Canada and Roofer is one of them.

Thirdly, Roofing Week will **promote the importance of hiring a CRCA professional roofing contractor** and making informed decisions about maintaining or replacing any roof system.

Each day Roofing Week will have a dedicated theme:

- Monday, June 5 is ***Signature Projects***
- Tuesday, June 6 is ***Charitable Projects/events***
- Wednesday, June 7 is ***Employee Appreciation***
- Thursday, June 8 is ***Employee Training***

- Friday, June 9 is ***Celebration Day*** – ***share how you and your team celebrated Roofing Week***

We will be encouraging you to post your photos and videos on social media using the hashtags: **#RoofingWeekCanada** and **#RoofingCanada**. *CRCA members in Quebec are asked to please send your photos directly to QMRA.*

NEW IN 2023 - UNDER ONE ROOF RAFFLE

During NRW 2023 the CRCA will be hosting its first-ever daily raffle titled: ***'Under One Roof Raffle.'*** As in previous years, the CRCA will be asking Roofing Week participants to share your company's photos and videos on Facebook, Twitter, LinkedIn, and Instagram making sure you include **#Roofingweekcanada** and **#Roofingcanada** in all posts.

IMPORTANT:

To be entered in the daily ***'Under One Roof Raffle,'*** be sure to use **#Roofingweekcanada** and/or **#Roofingcanada** when posting photos or videos.

For example: We are proud of our roofing crews! Keep up the great work! **#Roofingweekcanada**
#Roofingcanada

NOTE FOR ANYONE NOT ON SOCIAL MEDIA: For those who are not on social media – not to worry. Submit your photos/videos directly to crca@roofingcanada.com to be entered into the raffle.

At the end of each themed day, all participants who posted photos/videos including the important tags: **#Roofingweekcanada**, **#Roofingcanada**, will be entered into the ***'Under One Roof Raffle,'*** and will have a chance to win a \$250 gift card.

CRCA invites you to visit our social media networks and we encourage you to follow our Twitter, Facebook, LinkedIn, and Instagram pages to advance the success of the roofing industry. We will be posting the most up-to-date information on events, member services, insider tips and revealing more about our annual conference on our social media channels, so be sure to stay tuned!

Join our 4th annual celebration of **National Roofing Week** in Canada for a memorable experience! All information relating to this event will be available on the CRCA website at <https://roofingcanada.com/nrw>

About CRCA

Members of the Canadian Roofing Contractors Association (CRCA) are the most knowledgeable roofers in Canada. We advocate for and keep our members informed on matters of national and international interest. As the voice of the Canadian roofing industry since 1960, we promote collaboration within the industry from coast to coast. We also represent and defend our members' interests and support them to excel in business both professionally and technically.