



Baths for the Brave Event Fact Sheet

What is Baths for the Brave?

In an effort to honor our nation's veterans, just in time for Veteran's Day, ten home improvement companies from across the country are partnering to provide deserving veterans with the ultimate free bath or shower remodel, in a one-day event called Baths for the Brave.

When is Baths for the Brave?

Thursday, November 4, 2021

Where is NEWPRO's 2021 Baths for the Brave Event Being Held?

The bath crash will take place at 1 Launching Road Andover, MA 01810

Which home improvement companies are participating?

The following home improvement companies are participating in this year's Baths for the Brave initiative:

- Alenco in Lenexa, Kansas
- One Day Bath Experts in Indianapolis, IN
- Jacuzzi Bath Remodel of Arizona in Tempe, AZ
- Jacuzzi Bath Remodel of Portland in Portland, OR
- NEWPRO Home Solutions in Woburn, Massachusetts
- Reborn Cabinets Inc. in Anaheim, California
- Lori K Bath in Valparaiso, IN
- Midwest Bath in Moline, IL
- SIR Home Improvements in Portage, MI
- Tundraland Home Improvements in Kaukauna, Wisconsin

What is the purpose of Baths for the Brave:

These 10 home improvement companies wanted to do more than simply wish veterans a Happy Veteran's Day. These companies wanted to act and do something that could truly improve the lives of those who sacrificed for our country.

What is the history of Baths for the Brave? How did the idea come to be?

This is the first-year Baths for the Brave is being implemented, however, all parties have

committed to making this an ongoing annual event. The idea for Baths for the Brave stemmed from a similar initiative Brian Gottlieb and his team at Tundraland Home Improvements from Kaukauna, Wisconsin created. Through that program, called Tundraland Cares, Gottlieb has provided veterans in need and deserving families with remodeled bathrooms, standing wheelchairs and family vacations to Disney World, all free of charge.

Does the veteran know ahead of time that they were chosen?

Participating home improvement companies hand-picked veterans from their local community. The companies came across the veteran stories through word of mouth or by connecting with their local veteran organizations. Each veteran selected knows they are receiving a remodeled bath or shower. However, parts of the actual reveal and install will be captured via livestream and shared on the Baths for the Brave Facebook page.

What interview opportunities are available?

Each veteran selected has signed a media release form and is available for interviews via face-to-face or teleconference. Media interviews with all parties can be arranged leading up to the event or on Thursday, November 4th.

Who should I contact for NEWPRO media inquiries?

To arrange an interview or for other media inquiries, please contact:

Jenna DeMasi at jdemasi@newpro.com or (781) 897-0409.

Marci Katz at mkatz@newpro.com or (508) 889-4069

Where can I find more information?

More information on Baths for the Brave is available at bathsforthebrave.com.