

**FOR IMMEDIATE RELEASE**

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**PARK AVENUE BUILDING AND ROOFING SUPPLIES, LLC  
AND GILBERT RIVERA CHARITABLE FOUNDATION JOINT EFFORT FOR HAITI RELIEF**

**NEW YORK—January 28, 2010—Park Avenue Building and Roofing Supplies, LLC (Park Avenue)** has launched a joint effort with the **Gilbert Rivera Charitable Foundation** to raise funds for Haiti relief. Their goal is to raise \$20,000 by March 1, 2010 from their customers as well as their employees and they have already raised \$11,000 through contributions by Park Avenue and the Foundation.

Park Avenue has set up donation bins in its Brooklyn store to encourage donations from its customers and employees. Those who would like to donate can make checks payable to the Gilbert Rivera Foundation or the American Red Cross. All funds donated to the Gilbert Rivera Foundation should have “Haiti Relief” in the memo line of the check, and all donations will be sent directly to the American Red Cross.

“In this time of need, it is critical for the industry to contribute toward these relief efforts,” says Raymond Rivera, President of Park Avenue and Vice-President of the Gilbert Rivera Charitable Foundation. Through the Foundation, Park Avenue is pleased to take the lead in bringing awareness to this tragedy and in organizing the industry’s contributions.

For more information on how you can contribute to Park Avenue’s efforts, please contact either Bunny Lowe at Park Avenue at [bunny@parkavebuilding.com](mailto:bunny@parkavebuilding.com) or Erminia Rivera at [grfoundation@parkavebuilding.com](mailto:grfoundation@parkavebuilding.com)

**About The Gilbert Rivera Charitable Foundation**

The Gilbert Rivera Charitable Foundation is a foundation set up by the family of the late Gilbert Rivera, the founder of Park Avenue Building and Roofing Supplies, LLC and AM&G Waterproofing, LLC. The foundation strives to continue Gilbert’s commitment to community contribution, particularly serving the needs of children. For more information on the Gilbert Rivera Charitable Foundation, please visit the website at [www.gilriverafoundation.org](http://www.gilriverafoundation.org).

**About Park Avenue Building and Roofing Supplies, LLC**

*Park Avenue Building and Roofing Supplies, LLC (Park Avenue) is a Brooklyn-based, family-owned business that is certified by the city and state of New York as a Minority-Owned Business Enterprise (MBE). Serving the tri-state area for over 20 years, Park Avenue is the area's only certified minority and union direct distributor of wide-range of building materials, and supplies building materials to many major contractors in New York and New Jersey, as well as to local homeowners and construction firms, offering unsurpassed reliability for every client, including a full range of environmentally friendly building construction materials. The company’s website can be found at [parkavebuilding.com](http://parkavebuilding.com).*

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