

For Immediate Release

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Steel Framing Structure Chosen For Children's Miracle Mansion
Steel Framing Alliance to Build First Steel Framed Miracle Mansion In Baton Rouge, LA

Washington, DC, January 22, 2007 – The Steel Framing Alliance has been chosen to build the first Children's Miracle Mansion in Baton Rouge, Louisiana following hurricane Katrina. Located in the new Lexington Estates residential community, construction for the home began on November 27, 2006. Cold-formed steel will be used as framing material to build the Miracle home which will be raffled off to raise funds for Our Lady of the Lake (OLOL) Children's Hospital through Children's Miracle Network (CMN).

OLOL Children's Hospital is one of the largest providers of pediatric services in the state and is the only healthcare provider in the Baton Rouge area that provides a full range of pediatric services ranging--from a Pediatric Emergency Department that operates 24 hours a day, seven days a week to a team of certified Child Life Specialists. CMN is unique in that every donation raised in the Baton Rouge community stays in the area to benefit more than 60,000 children treated at OLOL Children's Hospital each year. OLOL Children's Hospital is the only Children's Miracle Network hospital in the greater Baton Rouge area, covering 13 parishes.

The Capital Region Builders Association (CRBA) coordinates the construction of the house and works closely with the hospital to market the house throughout the region. Following a series of marketing efforts, the house is raffled off during a national telethon benefiting the Children's Miracle Network with local broadcasting on WBRZ Channel 2 in Baton Rouge on the first weekend in June.

"We are excited to be involved in such a prestigious charity program. The construction of the steel framed Miracle Mansion is yet another step to building back communities and building a stronger Gulf Coast region," says Larry Williams, president of the Steel Framing Alliance (SFA).

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Over the last decade the use of steel framing in home building has continued to grow, particularly in markets like California, Florida and Hawaii. Although the use of steel framing in Louisiana has been relatively uncommon, there has been a significant amount of interest expressed by builders and homeowners in the region who are looking for strong and durable construction solutions. Steel framing can be designed to withstand hurricane-force winds up to 140 miles, cannot be eaten by termites and will not provide food for mold. Steel won't burn, warp, crack, or split, giving homeowners straight, square walls without unsightly nail pops.

The steel industry has committed a significant amount of resources in supporting the widespread adoption of steel framing in the Gulf Coast region. The steel framed Miracle home in Baton Rouge will help demonstrate to both homebuilders and homebuyers how steel can provide sustainable, cost-effective housing solutions.

“This combining of efforts by companies and organizations within the steel framing industry is making a powerful statement to the building community in the Gulf Coast region that our commitment to supporting the rebuilding effort is broad and deep,” says Williams.

SFA will be actively involved in the construction of the home--extending beyond the framing stage. The total value of the donation by SFA amounts to \$55,000. The steel framing materials that are being used in the building of the home are donated by the Steel Stud Manufacturers Association.

Assistance provided in the construction effort by SFA will include -

- Contribution of framing materials, fasteners, clips, connectors, and accessories
- Active participation in the planning and implementation process, including briefings of local building departments
- Pre-construction review of plans and engineering drawings
- Supervision and liaison with suppliers to ensure timely delivery of materials, and on-site assistance to ensure smooth introduction and use of steel framing
- On-site training/support during mechanical, electrical, and plumbing installations

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Lynda Evans, executive vice president of the CRBA, said that the Steel Framing Alliance's offer to come in and assist with the 2007 Children's Miracle Mansion was a blessing.

"We always rely on our members to contribute materials and labor, but we have never received such a large donation from one organization," said Evans. "Every dollar we save on construction costs means one more dollar for the children of our community to receive the very latest and best medical care. A donation of this size could mean the difference in saving a child's life, and it only takes one to make this whole project worthwhile. We cannot say thank you enough for this very generous contribution from the Steel Framing Alliance."

The 2007 Children's Miracle Mansion is being built by David Richardson and Christy Richardson Clark of Richardson Builders. The lot is courtesy of Greg Flores and John McPherson of Lexington Land Development, LLC. The truss system used for the roof is donated by Aegis Metal Framing, Simpson Strong-Tie Company has donated Strong-Wall Shear Wall systems for the house and the International Zinc Association and American Zinc Association are providing training and technical support throughout the entire construction process. Once complete the 4,200 square foot four bedroom 2007 Miracle Mansion will be valued at over \$500,000.

The Steel Framing Alliance is a Washington, D.C based association of more than 1,450 companies and organizations with the mission of enabling the widespread use of steel framing in residential and commercial construction. SFA provides education, publications, technical support, research and development, and market development programs to companies representing the full spectrum of manufacturing, construction, design, distribution and professional services.

SFA, along with 12 steel companies and the Metal Roofing Alliance (MRA), American Iron and Steel Institute (AISI) and Steel Recycling Institute (SRI), is supporting the Gulf Coast Steel Initiative – a collective effort to help reshape the rebuilding efforts and future construction in the region following hurricane Katrina.

For more information on the Steel Framing Alliance go to www.steel framing alliance.com; and for the Gulf Coast Steel Initiative, visit www.steel.org.

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