



Sarah Schram
Wayne Dalton
469-549-7145
sschram@wayne-dalton.com

Valerie Wunder
SBC Advertising
614-255-2859
vwunder@sbcadvertising.com

FOR IMMEDIATE RELEASE

WAYNE DALTON PROVIDES FULL-VIEW ALUMINUM DOOR FOR NBC'S NEWEST SHOW *#WDSTRONG Initiative Demonstrates Brands' Strength*

LEWISVILLE, TEXAS (April 11, 2016) – A fitness competition like no other meets a garage door like no other. Wayne Dalton is proud to supply NBC's newest show, STRONG, with a modern full-view aluminum garage door. STRONG will share the stories of contestants embarking on a transformative journey striving to reach their full potential. Join 20 contestants, 10 female trainees with 10 of the nation's top fitness instructors, in this new one-hour fitness series premiering back-to-back episodes April 13 at 9 p.m. EST before it moves to its regular timeslot on Thursday, April 14th at 8 p.m. EST.

Each week, viewers will watch two-person teams train together in a state-of-the-art facility, featuring Wayne Dalton's [Model K-AL Full View Aluminum Door](#), as they work to overcome intense physical challenges. The premise of STRONG goes beyond a typical fitness show. STRONG will show viewers, and contestants, that getting fit does not mean simply losing weight; it means getting in shape both physically and emotionally, finding a balance between mind and body. While the winning contestant will take home a cash prize of up to \$500,000, each contestant will walk away with something much more. From the minds of *The Biggest Loser* executive producer Dave Broome, producing partner Kevin Templeton, *American Ninja Warrior* executive producer Holly Wofford and Sylvester Stallone, STRONG is sure to become a household favorite.

In conjunction with the television series, Wayne Dalton is introducing the #WDSTRONG initiative, which will highlight their dealers through personal and inspiring stories as part of a year-long campaign to showcase the strength and innovation of the Wayne Dalton network of hard working dealers. Follow #WDSTRONG to learn more.

"We're excited to be a part of this next-generation health and wellness show, but we're also thrilled to launch #WDSTRONG. For over 60 years now, Wayne Dalton and our dealers have continued to share innovative doors and designs with our customers," said Sarah Schram, brand manager at Wayne Dalton. "This is a wonderful opportunity to not only showcase our door solutions, but the people behind the doors, allowing us to tell their stories as they continue to provide innovative and industry leading products for our customers."

The Model K-AL Full-View Aluminum door and other full-view doors are becoming increasingly popular as a means of catching the attention of potential customers thanks to their ability to highlight the beauty of any business or building.

About Wayne Dalton

Wayne Dalton, a division of Overhead Door Corporation, is a world-class leader that has designed and manufactured residential and commercial garage doors for over 50 years. For dealers, the company is known as a proactive business partner that prides itself on providing a



wide variety of easy-to-install innovative products and smart sales tools that help them grow their business. At the same time, Wayne Dalton simplifies the purchase process by providing a full range of door options and styles through conveniently located dealers. Nine manufacturing facilities, over 70 Sales Centers, and over 2,000 independent dealers, both domestic and international, ensure unmatched distribution. Wayne Dalton continues to expand its offering into other building material categories, and offers a complete line of Fabric Shield Storm Protection Products. For more information, visit www.Wayne-Dalton.com, our [Facebook](#) page, follow us on [Twitter](#) or find us on [Google+](#)

About Overhead Door Corporation

Overhead Door Corporation, based in Dallas, Texas, is a leading manufacturer of doors and openers for residential, commercial, industrial and transportation applications. The company has five divisions: Access Systems Division (ASD), which features the Overhead Door and Wayne Dalton brands; The Genie Company, manufacturer of remote-controlled garage door opening systems; Horton Automatics, a manufacturer of automatic entrance systems; TODCO, the largest producer of truck doors for the transportation industry and Creative Door Services, Western Canada's leader in providing door products and services to the residential, commercial and industrial markets. Overhead Door Corporation created the original overhead garage door in 1921 and the first electric garage door opener in 1926. Overhead Door now employs more than 3,500 people, has 22 manufacturing facilities, 78 regional sales and service and installation centers and more than 5,000 distributors and dealers that service national builders, national accounts, architects, general contractors and homeowners, as well as major retailers in the U.S. and Canada. Overhead Door Corporation is a subsidiary of Sanwa Holdings Corporation of Tokyo, Japan. For additional information, visit www.overheaddoor.com, our [Facebook](#) page, follow us on [Twitter](#) or find us on [Google+](#).

###