

Ware's Generosity Benefits Local Charity

Ware's industry-specific graphic t-shirt line sends all proceeds to Kosair Charities

Louisville, KY April 1, 2009 – Ware, a full service boiler, burner, chiller and valve company has created a unique line of graphic tees called SteamWare specifically for the boiler industry as a way to show its appreciation to the guys (and gals) that get the real work done. Their “Ware to Care” program donates 100% of the net proceeds from the sale of SteamWare t-shirts to their employee's favorite charity, Kosair Charities.

The inspiration for SteamWare came from the lack of industry related t-shirts as well as the company's desire to be involved with a local charity and give back to the community. The “Ware to Care” program has become a great way to raise money for Kosair Charities in Louisville, Kentucky. Kosair Charities is the largest private financial supporter of Kosair Hospital and funds agencies devoted to children's health issues such as cerebral palsy K.I.D.S. Center, the Spina Bifida Association of Kentucky and many other organizations. “On behalf of all the kids who receive help through Kosair Charities – I want to thank all SteamWare employees for choosing to support Kosair Charities through your t-shirt sales.” noted Chandler Blewett, Vice President of Development for Kosair Charities.

Ware was directly involved with the creative process of SteamWare. In the beginning stages Ware worked closely with a graphic designer, David Snider, but eventually took the designing process in house. Ware sought to find a screen printer who would reduce the cost of printing so all proceeds could be donated to Kosair. After many inquiries owner Shane Poole of Audiophileink was generous enough to cut costs so these shirts could be made for a good cause.

SteamWare shirts have been selling rapidly since they launched in February 2007 and Ware has plans to expand the program in the future. “We would like to offer different styles and colors in the future and add a kids t-shirt line to our products” says Kelly Bennett, Marketing Coordinator at Ware. Bennett also says that adding more charities to the donor list is on the wish list for SteamWare so that customers can have a choice in the charity they want to donate to.

To view the Steamware line to help support Kosair Charities please visit www.wareinc.com

About Ware: Established in 1952, Ware is a full service boiler, burner, chiller and valve company. Ware offers new and used boilers and chillers for sale or rent. Ware's large fleet of top quality equipment range from 15 hp to 200,000 pounds per hour boilers and 20 to 600 ton chillers. Ware's expert technicians take the worry out of installation and have accomplished many major turn-key projects.