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## **John Wieland Homes Sport Pink Trim for Breast Cancer Awareness Month**

### *Homebuilder Supports the Cause in Three Area Neighborhoods*

CHARLESTON, SC – Drive through any John Wieland neighborhood in the Charleston area and you may notice right away that’s no ordinary paint job. Throughout the month of October, John Wieland Homes is painting a pink primer coat on the trim of all its new homes under construction in the Charleston area in support of National Breast Cancer Awareness Month. The homes will show off their bright pink trim to raise awareness for the cause until the primer coat is covered by the final trim color before completion of each home’s construction.

This year marks the third October that area John Wieland homes have gone pink in support of Breast Cancer Awareness. “Almost everyone has either been affected personally by this disease or knows someone who has,” says Kevin Popson, President of Wieland’s Charleston Division. “We started thinking a few years ago about how we could show support for this great cause in our neighborhoods here in the Charleston area. We decided on the pink trim paint as a unique way for us as a homebuilder to show our support.”

John Wieland Homes currently has new homes under construction on Daniel Island and in two Mt. Pleasant neighborhoods, Dunes West and Hamlin Plantation.

### **About John Wieland Homes and Neighborhoods**

Founded by John Wieland in 1970, John Wieland Homes and Neighborhoods ([www.jwhomes.com](http://www.jwhomes.com)) is currently building in 60 neighborhoods with operations in Atlanta, GA; Charlotte and Raleigh, NC; Charleston, SC and Nashville, TN. In its 40-year history, the company has won more than 600 awards for excellence in home design, quality and neighborhood planning, including the industry’s top award, America’s Best Builder in 2005. Also named National Builder of the Year and a National Housing Quality Award winner, Wieland is the Southeast’s leading builder of move-up homes. John Wieland Homes and Neighborhoods offers a portfolio of homes and townhomes from the high \$100s to over \$1 million.