**

*For high-res images, additional information or to line up interviews, contact: Darcie Meihoff, Metal Roofing Alliance (MRA),* *darcie@metalroofing.com* *or 971-998-3782*

**FOR IMMEDIATE RELEASE**

March 12, 2021

**2021 “LOVE YOUR ROOF” WEEK: 7 TIPS FOR HOMEOWNERS TO BETTER CARE FOR THEIR ROOF**

***MRA dedicates the week of March 22 as the time to give roofs the love attention they deserve***

There’s no doubt about it: a home’s roof performs an invaluable service. When kept in tiptop shape, it protects, makes a home perform better, saves energy and increases curb appeal and home values.

For all that roofs do, it’s time to give them the love and attention they deserve to ensure lasting, long-term performance. That’s why the Metal Roofing Alliance (MRA), a leading nonprofit organization representing residential metal roofing in the U.S. and Canada, is declaring March 22 – 28 as “Love Your Roof” week. Love Your Roof week recognizes that a good roofing system is essential to a home’s long-term resiliency and is the first line of defense against the worst that Mother Nature can dish out, shielding homes against ultraviolet radiation, wind, rain, snow, hail and ice.

“After a winter of wild weather in many regions, it’s a great opportunity to give your roof a little TLC that will help it function and look better, while increasing its lifespan and preventing problems down the road,” said Renee Ramey, MRA executive director. “Homeowners who take the time to care for their roofs and perform simple maintenance measures will get a lot in return with better performance, reliability and appearance.”

For 2021 Love Your Roof Week, MRA shares 7 essential tips for homeowners to consider keep their roofs in great shape:

1. **Prioritize self-care and safety first**

No matter what the material, the condition, or even the height of the roof, it is dangerous and even deadly to be on ladders and roofs without taking essential safety precautions and measures. Safety is the number one top priority for any type of roof maintenance or care. Never get on a roof without proper safety gear, in inclement weather conditions, or if you feel unsafe, insecure or unsteady. Better yet, leave all rooftop care to a qualified, experienced pro who is licensed, bonded and insured.

1. **Give it professional attention**

Along those lines, now is a great time to get a professional evaluation of your roof’s condition. An experienced pro can safely identify potential trouble spots, point out needed maintenance and recommend proper repairs. After a season of harsh weather, asphalt roofs with missing, worn out or damaged shingles lead to some serious and costly issues, turning minor problems into major ones if not addressed. If a roof replacement is needed, look for worry-free roofing options that will last for decades, hold up to climate extremes and deliver low-maintenance reliability to maximize long-term savings. For more information, check out the MRA Buyer’s Guide available for free at www.metalroofing.com.

1. **Don’t take gutters for granted**

Regular gutter maintenance is essential for helping your roof properly drain water. Year-round contact with wet leaves and dirt build up can not only damage a roof but overflowing gutters can lead to much more serious problems, including foundation issues and the potential for leaks. Heavy snow and ice can loosen, bow or bend gutters, causing water to collect and preventing correct flow and drainage. Replace or repair as necessary.

1. **Protect it from harm**

Keep your trees trimmed and away from the roof. Doing so will help keep gutters clean and is a good safety precaution, especially in areas prone to wildfire threats or heavy snow or ice which can lead to broken branches or falling trees that can damage roofs.

1. **Show you care by keeping it clean**

Dirt and debris, combined with wet, cool weather can lead to unsightly rooftop moss and algae. Wood shake and asphalt are particularly susceptible to rot and displaced shingles that can be hard to spot but can cause major damage and costly repairs if left unchecked. If replacing a roof in climates prone to these issues, choose a smoother, easier to clean material such as metal roofs, which tend to shed debris easily and naturally resists moss and algae without the use of harsh chemicals for maximum long-term curb appeal and protection.

1. **Put your guards up**

Major winter cold snaps led to costly ice dam issues this past season, especially for owners of asphalt roofs. Metal roofs can help prevent ice dams from forming in the first place, but it’s always a good idea to take extra steps to ensure safety in areas that experience heavy snow and ice. For example, snow guards can be installed to help keep frozen precipitation in place and cause it to melt or slid off in small pieces rather than dangerous chunks.

1. **Address underlying issues**

Adding or replacing attic insulation and ensuring proper venting will keep your home comfortable and protected in any season. Have a professional conduct an energy audit in your attic and make sure it includes adequate venting. Selecting energy efficient roofing materials with proper coatings that help reflect damaging sun rays can lower energy costs, which is a great way to get ready for the upcoming warmer weather season.

***About Metal Roofing Alliance (MRA)***

*Representing the residential metal roofing industry in the United States and Canada, the Metal Roofing Alliance (MRA) was formed to help educate consumers about the many benefits of metal roofing. The main objective of MRA is to increase awareness of the beauty, durability and money-saving advantages of quality metal roofing among homeowners, as well as to provide support to the residential metal roofing industry. For more information, visit MRA at* [*www.metalroofing.com*](http://www.metalroofing.com)*.*

# # # #