



## **Gustave A. Larson Company**

WHOLESALE HVAC, REFRIGERATION AND CONTROLS  
Corporate Office and Distribution Center

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**FOR IMMEDIATE RELEASE**

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### ***Gustave A. Larson Company Supports Waukesha County Habitat for Humanity's "Women Build"***

Pewaukee, WI – The Gustave A. Larson Company and American Standard have joined together to support the Waukesha County Habitat for Humanity's first "Women Build" project. The homeowner, a single mother with two children, will put 200 hours of "sweat equity" in to the building of her home. The Larson Company and American Standard will provide an American Standard high-efficiency furnace for the project. The Larson Company has partnered with the Waukesha County Habitat for Humanity on two other projects.

An official program of Habitat for Humanity International, Women Build encourages women to join the effort to eliminate substandard housing in their own communities by picking up hammers to build Habitat homes. A recent study of Habitat for Humanity indicated that while over 50% Habitat for Humanity volunteers are women, only 15% actively participate in the building process. The Women Build program provides women with an opportunity to learn construction in a supportive environment, teaching them new skills through both classroom and hands on training opportunities.

The Gustave A. Larson Company, an industry leader in the wholesale distribution of heating and air conditioning equipment and supplies, began as a small storefront in 1936 in Madison, Wis. Each branch carries an extensive inventory of equipment and replacement parts to serve customer's needs. The Larson Company maintains a \$40 million inventory and an in-house truck fleet that replenishes the branches nightly. A state-of-the-art computer system links all 43 locations with the corporate offices and distribution center in Pewaukee, Wis.

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