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## MEDIA RELEASE

### For Immediate Release

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### Full-court Press in the #CaleffiMarchMania Contest

**MILWAUKEE – Monday, March 30, 2020:** In the spirit of a fun but canceled spring competition, Caleffi North America is rallying the Instagram playing field to support the Finale Four in the popular #CaleffiMarchMania photo contest. During the week of March 23, eight contestants – the Great 8 – competed in four head-to-head brackets. On the day of assigned competition, each competitor posted an installation photo and/or video showing Caleffi product(s) with the #CaleffiMarchMania hashtag. Whichever post received the most likes by 8 p.m. CDT on the day of assigned competition advanced to the next bracket, the Finale Four.

The semifinals – “played” with the same contest rules - are scheduled for Tuesday, March 31 and Thursday, April 2. The contest culminates in a championship round on Monday, April 6. The champion, as determined by the greatest number of likes on the contestant’s feed, wins \$500 worth of Caleffi product valued at list price.

Said Jared Pullium, Matt Buyak and Jake Layton, all of Carlson Heating (Torrington, Conn.) and a.k.a @boiler\_bros, “We love these competitions! Hope we can keep chugging along to the finals!”

Join us in the excitement and camaraderie of the competition by visiting our Instagram feed [@caleffi\\_na](https://www.instagram.com/caleffi_na) in support of these fine and essential installers’ workmanship!

The FINALE FOUR: [@pipefiggerbg](https://www.instagram.com/pipefiggerbg), [@dynes10](https://www.instagram.com/dynes10), [@boiler\\_bros](https://www.instagram.com/boiler_bros) and [@hvac\\_hatch](https://www.instagram.com/hvac_hatch).

Thank you, GREAT 8, for your spirited play!  
[@pipefitterbg](https://www.instagram.com/pipefitterbg), [@boilerboss610](https://www.instagram.com/boilerboss610), [@mattrohachuk](https://www.instagram.com/mattrohachuk), [@dynes10](https://www.instagram.com/dynes10), [@crsmechanical](https://www.instagram.com/crsmechanical),  
[@boiler\\_bros](https://www.instagram.com/boiler_bros), [@andydamien](https://www.instagram.com/andydamien) and [@hvac\\_hatch](https://www.instagram.com/hvac_hatch)

**CALEFFI** – Creating innovative, superior performance products that help customers live comfortably and economically, while softening their impact on the environment.

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