

TWICE



Core Brands Backs Sinise's Veterans Effors

Petaluma, Calif. — Core Brands, a subsidiary of Nortek, is supporting the [Gary Sinise Foundation](#) by providing a range of audio, control and power-management solutions to be installed in five homes being built in 2014 for returning wounded military service members.

According to Joe Roberts, Core Brands' products and marketing VP, the commitment to provide solutions to each home stems from the company's desire to support returning American military personnel who have made extreme sacrifices for their country.

"All of us who enjoy the benefits of freedom have an obligation to give back to those who have sacrificed so much to preserve those freedoms," Roberts said. "We think the work being done by the Gary Sinise Foundation to help wounded heroes live independently in the communities they call home is nothing short of extraordinary. We are honored to help in any way we can."

[Joel Berrettini](#) of [IT and Media Solutions](#), a dealer of Elan Home Systems, initiated the relationship between Core Brands and the Gary Sinise Foundation. His involvement with the foundation began on Sept. 11, 2012, when he saw Megyn Kelly on Fox News run a story on a smart home built by the Gary Sinise Foundation.

"Home is more than a house. It's literally where we take comfort from the world," said Judy Otter, executive director of the Gary Sinise Foundation. "When Joel Berrettini first contacted us, it was clear that he had a heart for our military. He was extremely motivated to assist us, in any way that he could, and has been extremely generous with his time and resources. The contribution being made by Core Brands will help to put 21st century smart home technology at the fingertips of some of the bravest Americans to have ever answered the nation's call to serve."

The Gary Sinise Foundation serves the nation by honoring its defenders, veterans, first responders, their families and those in need by creating and supporting programs designed to entertain, educate, inspire, strengthen and build communities. These include its RISE Outreach (Restoring Independence and Supporting Empowerment), whose flagship effort is a custom smart-home building project for severely wounded veterans. Each home is customized to ease their daily challenges and help restore independence with features like retractable cooktops, cabinets and shelving, elevators and more, all accessible via an iPad.