

FOR IMMEDIATE RELEASE**Cladding Corp Celebrates Women in Construction Week™ by Highlighting Project Manager Victoria Strauser and the WIN Jackson Project**

Winchester, VA — 2/21/25 — In honor of *Women in Construction Week™ (WIC Week™)*, Cladding Corp proudly celebrates the contributions of women in the construction industry. This year's theme, "*Together We Rise*," highlights the strength, knowledge, and critical roles women play in shaping the future of construction.

WIC Week™, first launched by the National Association of Women in Construction (NAWIC) in 1998, has grown each year, providing an opportunity to recognize the achievements of women in the field. This year, Cladding Corp is thrilled to spotlight Project Manager **Victoria Strauser**, whose leadership and expertise played a vital role in the completion of the **WIN Jackson** project in New York City.

The **WIN Jackson** project, designed by **Urban Architectural Initiatives (UAI)**, provides safe housing and essential services to homeless women and their children through **Women in Need (WIN)**. WIN's mission is to help families rebuild their lives and break the cycle of homelessness. Cladding Corp was honored to supply the **Swisspearl® fiber cement panels** and **ECO Cladding rainscreen attachment system** for the building's exterior facade, contributing to a durable, sustainable, and visually compelling design.

"It was such an honor to contribute to such a worthy cause," said **Victoria Strauser**, Project Manager at Cladding Corp. "This project is truly a 'win/win' — *Women in Construction* helping *Women in Need*."

The WIN Jackson project stands as a testament to the power of collaboration and the profound impact women have on the construction industry and their communities. Cladding Corp also takes this opportunity to recognize all the talented women on its team, whose dedication and expertise continue to drive the company's success and the industry forward. As *Women in Construction Week™* reminds us, *Together We Rise* — and at Cladding Corp, we are proud to stand with the women who are building a brighter future for all.

About Cladding Corp

Cladding Corp, based in Winchester, Virginia, is a leading provider of innovative rainscreen solutions, offering high-performance facade systems that combine architectural beauty with sustainable performance. With a commitment to excellence, Cladding Corp partners with top manufacturers like Swisspearl and ECO Cladding to deliver trusted solutions for commercial, institutional, and residential projects across North America.

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<https://uai-ny.com/project/win-jackson-avenue/>

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