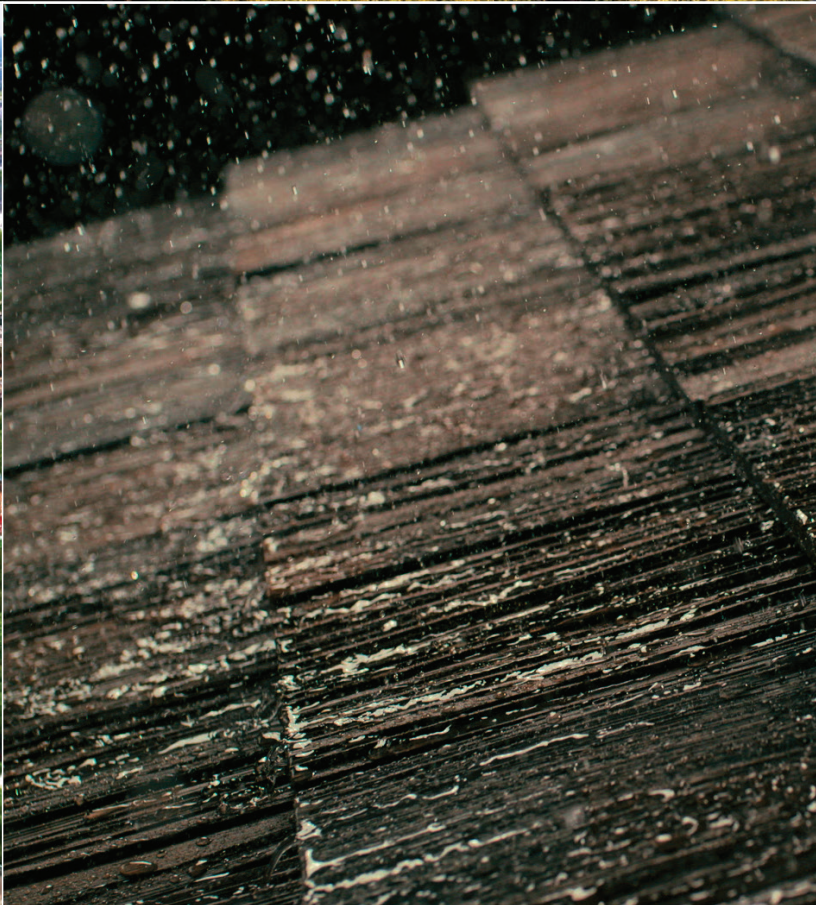




Give Kids The World: Superior Storm Protection with BRAVA

A BRAVA Theme Park Case Study





THE PROJECT

Located in Kissimmee, Florida, Give Kids The World Village is an independent nonprofit storybook resort that grants week-long cost-free vacations to children with critical illnesses and their families. Since 1989, the Village has partnered with over 200 wish-granting organizations from around the globe to make the dreams of these inspiring children come true.

With over 160 fully-accessible villas spread out over 89 acres, the Village's iconic landmark is the Castle of Miracles, where nearly 200,000 gold stars glimmer across its ceiling as well as those of the adjacent Star Tower and Star Observatory. Every child who stays at the Village customizes their own star, which is placed permanently with the others as a loving

remembrance of their visit as well as a visual archive of the Village's rich history.

A synthetic shake roof had been installed on the Castle with the expectation that the material would withstand Florida's harsh weather for years to come. However, the roofing product not only failed to live up to its UV protection promise, it was also falling off, with pieces continually being found in the landscaping. With long-term facility sustainability being a crucial part of its operation, the Village needed a superior roofing solution immediately to provide both maximum protection and long-lasting performance while preserving the prior roof's old-world aesthetic — and without causing major disruption during construction.

THE CHALLENGES

Replacing Give Kids The World Village's Castle of Miracles roof would be no small undertaking; the technical challenges alone were numerous.

Due to the Castle's whimsical nature, several sections of the roof are extremely steep and have limited access. It features both cone- and spherical-shaped forms, which would require careful installation of both waterproofing and flashing to ensure complete protection. The complexity of the intersection of the Castle's roof and an oversized mushroom containing a carousel beneath its wide cap was something only a highly experienced contractor would have the skills to navigate for a successful install.

All this would be impossible, though, without a composite roofing tile that would outperform all others while assuring the Village that it wouldn't fail as the Castle's previous roof had. It would have to meet the unique demands of the installation as well as deliver the highest levels of durability to remain steadfast in such a hurricane-prone region. It had to be impervious to high winds, driving rain, damaging hail, and the intense heat and UV rays that are synonymous with the Sunshine State.

The new roofing product also had to satisfy a non-negotiable requirement: it needed to replicate the appearance of the Castle's prior roof perfectly, providing all the beautiful color and rustic split textures of natural cedar that had given it the magical storybook look it was known for.

Another factor was guest and staff safety during the installation. The Village's visiting families and its busy volunteers walk by the Castle and beneath its roof all day long, and keeping them safe without causing disruptions while construction was underway was paramount.

Meeting all these challenges would be the only way to guarantee that the Village's priceless galaxy of golden stars beneath the Castle roof would be forever protected.

"BRAVA was the top manufacturer and product for this application. They have such a realistic-looking synthetic shake product that we were able to get a multi-width look and match the color that Give Kids The World needed."

— Ryan Kruse, Co-owner, Florida Specialty Roofing

THE BRAVA ADVANTAGE

Maintaining its belief in the capabilities of composite roofing, the Village was resolute in its goal to find both a superior roofing product and an experienced shake/composite contractor. It reached out to its partners all across the theme park industry for recommendations, finding that not only was the field very limited when it came to acceptable composite roof tile, but that one in particular stood head and shoulders above.

BRAVA ticked all the boxes for the Village and then some. The manufacturing of its roofing tile, a proprietary process combining synthetic polymers with compression molding, was a key factor in their decision making, as was BRAVA's proven success with other large commercial roofing projects in the state.

BRAVA tiles are manufactured and tested to meet Florida Building Code and Miami-Dade test protocols, ensuring that the roof will be fortified against extreme weather conditions. They're Class A fire and Class 4 impact rated, and can withstand hurricane-force winds from 188 mph to 211 mph. BRAVA composite roofing also has inherent UV resistance to offer the longest-lasting protection against sun damage and fading. All this gave the Village the assurance they needed that the Castle's new roof would deliver the durability and performance that its previous roof could not.

Another long-standing partnership played a huge part in fulfilling the Village's wishes: that of BRAVA and premier contractor Florida Specialty Roofing. The manufacturer Being very familiar with FSR's craftsmanship and experience in designer installs and working with BRAVA roofing tile, the manufacturer knew FSR was the right choice to handle the Castle's roof installation. Having worked with BRAVA's composite roofing on many previous challenging and successful installs, the contractor knew that BRAVA tile was the right product to provide both the aesthetic and protection the new roof required.

With the exterior of the Castle being central to the Village's environment, BRAVA tile's three-tab design and varied thickness was a perfect match for the look of the previous roof. The look that *was* imperfect — intentionally — was the staggered installation style that FSR employed to achieve the old-world cobbled-together appearance of a real cedar shake roof that the Village desired, all while remaining code compliant.

FSR's expertise in challenging installations came through once again. The contractor took extreme care to ensure that its team could effectively work with and around the Village's day-to-day operations without disturbing any of its guests.



Safe navigation of the roof's hard-to-access areas was of vital importance, so FSR took the time necessary to make sure all of its employees could work securely. Attention to detail was key; the contractor was meticulous in every aspect of the job from start to finish, from installing each tile where the roof intersects with the large mushroom to waterproofing and flashing protrusions, to guarantee a proper install.

Bringing everything home was the authentic beauty of BRAVA's shake tile. Using pure mineral pigments, BRAVA infuses every one of its roof tiles with extraordinary color blends for a true-to-life look that no other composite roofing product can match. BRAVA tile delivered all the deep, rich shades of natural hand-split cedar shakes, meeting the Village's most stringent requirement.

RESULTS

Give Kids The World Village demands no less than looking first class 24/7. To fulfill its deeply-held mission of delivering the trip of a lifetime to every visitor, not only does everything at the Village have to be show-ready at all times, but being a nonprofit also means scrutinizing every dollar spent to ensure the return provides long-lasting value.

The purpose and the people of the Village so inspired and touched both BRAVA and Florida Specialty Roofing that both companies donated all the roofing material and installation services needed for the Castle roofing project — which, in the words of Village staff themselves, couldn't have been a better gift.

The Castle of Miracles stands as proudly as it ever has, its new BRAVA roof protecting every single one of those gold stars beneath it with unmatched strength. Village guests and volunteers comment on the roof daily, seeing all the whimsy and beauty that the Castle has always been known for — and the staff rest easy knowing that this project will help the Village continue to grant wishes for decades to come.



PROJECT OVERVIEW

PROJECT

Give Kids The World Theme Park

LOCATION

Kissimmee, FL

PROJECT TYPE

Reroofing

ROOF AREA

30 Squares

ROOFING PRODUCTS

BRAVA Composite Cedar Shake in Aspen, Field Tile, Solid Tile, Starter, and Hip & Ridge.

Accessories: Metal and Flashing supplied by Drexel, Dry-In and Accessory Materials supplied by FLS Roofing Supply

CONTRACTOR

Florida Specialty Roofing

DONATION PARTNERS

BRAVA Roof Tile
Florida Specialty Roofing

Drexel
FLS Roofing Supply

THE BENEFITS OF BRAVA



Durability

BRAVA's composite roof tiles create a natural cedar shake appearance, with a 50-year warranty. Longevity and low maintenance offer an excellent ROI.



High Wind Resistance

BRAVA tiles meet high quality standards, endure extreme weather, and pass wind tests up to 188 MPH with nails and 211 MPH with screw installation.



Environmentally Friendly

Our sustainable polymer roofing, crafted from recycled materials, outlasts natural cedar shakes, offering durability without the maintenance of traditional shakes.



Ease of Installation

Our Cedar Shake tile roofing system with installation accessories requires no additional structural support, which is ideal for new construction and re-roofs for various projects.