

NEWS RELEASE



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[NAME and PHONE NUMBER]

[CITY or Organization] offers Concrete Answers for Sustainable Questions

Speaker to Highlight Role of Concrete Industry in Growing Green Building Trend

CITY (DATE) — Sustainable development, the concept of building for today without depleting future resources, is a growing national trend that is impacting local businesses. [SPEAKER NAME, COMPANY, TITLE], is at the helm of local efforts to increase sustainable building practices through the use of concrete, a durable and efficient material that can be used to build long-term structures and lessen a community's demand on its environment.

[SPEAKER LAST NAME] will address [ORGANIZATION] members [DATE/TIME] at [LOCATION] where s/he will discuss the importance of sustainable development and illustrate local examples of “green” buildings.

“U.S. buildings use nearly 10 percent of the world’s energy and consume, on average, three times more energy than similar buildings in similar climates in Europe,” said [SPEAKER LAST NAME]. “The building and design industries have now been challenged to create durable buildings with optimal energy performance throughout the building’s lifecycle.”

Many federal, state and local government agencies are encouraging sustainable development by participating in “green building” programs for their own facilities, and offering incentives for private development of environmentally friendly structures.

Green buildings are those that demonstrate the efficient use of energy, water and materials; limit impact on the outdoor environment; and provide a healthier indoor environment.

Sustainable development practices acknowledge the overall energy use throughout the life cycle of a building including material acquisition, manufacture, construction, operational performance and reuse and recycling.

Concrete's durability and energy efficiency is visible to members of the community in many local construction, development, and infrastructure projects. [LOCAL COMPANY] is working closely with the cement industry to spearhead many new and exciting initiatives focusing on manufacturing improvements, quality and sustainability of construction, and contributing to a better environment.

BOILER PLATE/PARAGRAPH ABOUT THE LOCAL COMPANY

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