

[RECOMMENDED ON COMPANY LETTERHEAD]

Date

Media Contact Name, Title

Media Outlet

Address

City, State ZIP

Dear NAME:

When people think of environmentally sound, sustainable resources and building materials, they may not think of concrete. They should. Concrete is the most widely used building material on earth and it plays a major role in our society. It provides the foundation for our homes and office buildings, highways, and sidewalks. It has withstood the test of time and the abuse of the weather, in some cases for more than 2,000 years. But it also is **recyclable and energy efficient**.

[LOCAL COMPANY] is working closely with other members of the Portland Cement Association (PCA) to spearhead many new and exciting initiatives to build for today without depleting resources for the future. That nationwide effort is focusing on manufacturing improvements, quality and sustainability of construction, and contributing to a better environment.

Attached you will find additional information about cement and concrete and about what our business is doing both nationwide and right here in our area. [INSERT ANY INFORMATION MAKING THIS CORRESPONDENCE TIMELY AND/OR LOCAL. ADD INFO REGARDING SPECIFIC RELEASE (MANUFACTURING, REPUTATION, OR SUSTAINABILITY) *For example, you might be able to tie media outreach to a new, local construction project like this: Given the City's recent approval of the new shopping complex at X Road and Y Boulevard, local concrete needs are projected to increase by Z percent.*]

Please contact me at [PHONE NUMBER] or [EMAIL ADDRESS] if you would like more information about cement or concrete, and how this building material is helping build a sustainable community (or world?). Thank you.

Sincerely,

NAME
TITLE
COMPANY