

# NEWS RELEASE



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## **Communities Increase Focus on Sustainable Development**

*Portland Cement Association Educates Builders on Environmental Practices*

CITY (DATE) — Recognizing that U.S. buildings use nearly 10 percent of the world’s energy and three times more energy than similar buildings in similar climates in Europe, there is an increasing demand for sustainable development and green building practices. Local members of the Portland Cement Association (PCA), a trade association of cement companies, are working with architects, engineers, and builders to create and develop more environmentally responsible, sustainable buildings and applications in [CITY].

“For decades, architects, engineers and builders have turned to PCA experts when creating and developing building projects and applications,” said [LOCAL PCA SPOKESPERSON]. “That tradition continues when using concrete because of its durability, energy efficiency and versatility. Our proactive involvement reinforces our commitment to environmental stewardship and sustainable development.”

[LOCAL PCA MEMBER COMPANIES] have joined their colleagues around the country to serve as reliable and trusted resources for the construction industry on balancing environmental stewardship with community development. PCA has invested heavily in environmental education and technical training to educate the industry on how to use concrete and cement to build environmentally responsible and sustainable buildings.

Locally, PCA has [INSERT LOCAL EFFORTS]

PCA has a long and proud history of working to reduce the industry's impact on the environment while promoting the industry's benefit to community development and society. In 2000, the cement industry received Environmental Protection Agency's (EPA) Climate Protection Award for its partnership with Climate Wise. PCA continues to work closely with the EPA and Department of Energy to make future improvements.

#### BOILER PLATE/BACKGROUND ON LOCAL INTEREST

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