

**Media Advisory****President and CEO of the Cement Association of Canada to address Kelowna Municipal Representatives on the contribution of concrete to sustainability and cost containment of municipal infrastructure expenditures**

**Who:** Michael McSweeney, President and CEO, Cement Association of Canada (CAC)

**What:** Presentation to Kelowna municipal representatives. Presentation focuses on the contribution of concrete to sustainability and cost containment of municipal infrastructure expenditures

**Where:** City Hall, City of Kelowna, 1435 Water Street, Kelowna, BC

**When:** 9:00 – 10:00 am, September 21, 2012

A former municipal councillor, Mr. McSweeney will address the ongoing challenges faced by municipal governments with rising infrastructure needs and shrinking budgets.

Mr. McSweeney will be available to speak to the following points:

- Canada's cement and concrete industry's focus on reducing CO<sub>2</sub> emissions
- Importance of a complete Life Cycle Assessment to inform decision-making
- How concrete contributes to greener, more energy-efficient and more sustainable communities, and saves taxpayers money

During September, October and November 2012, the CAC is hosting educational sessions in every Canadian province, open to interested professionals, architects, engineers, builders/developers, ENGOs and municipal government officials. "Continuing education" credits can be generated for some professional accreditations.

For a complete list of venues & dates, see: <http://rediscoverconcrete.cement.ca/>.

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**For more information, or to schedule interviews, please contact:**

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*The **Cement Association of Canada (CAC)** is the voice of Canada's cement manufacturers and their concrete facilities. The industry provides a reliable, domestic supply of cement required to build Canada's communities and critical infrastructure and is committed to the environmentally responsible manufacturing of cement and concrete products. CAC's members are: Ciment Québec, COLACEM Canada, ESSROC Italcementi Group, Federal White Cement Ltd., Holcim Canada, Lafarge Canada, Lehigh Hanson Canada and St Marys Cement Group. The cement and concrete industry contributes more than \$8 billion in annual sales and over 27,000 direct and indirect jobs to the Canadian economy.*