Concrete: a crucial component of sustainable communities and infrastructure

Cement Association of Canada to hold educational REDISCOVER CONCRETE seminars in every province

(Ottawa, ON September 27, 2012) Concrete has long been a sustainable material for building safe, resilient, and cost-effective communities. Roadways and structures made from concrete reduce energy demands, are long-lasting, require less maintenance, and save taxpayers money.

The Cement Association of Canada (CAC) is hosting REDISCOVER CONCRETE seminars and meetings in every province to promote the benefits of using concrete for building and infrastructure projects.

"Our seminars will engage decision makers across the country and encourage discussions surrounding the sustainability of cement and concrete for building and infrastructure projects," stated Michael McSweeney, President and CEO of the Cement Association of Canada.

Concrete, when compared with other building and paving materials, provides greater energy and fuel savings, lasts decades longer, and requires less frequent maintenance and rehabilitation. Lifecycle assessment studies have shown that concrete structures and roadways are cost effective and have a lower environmental impact when compared to other building materials. It is estimated that the Ministry of Transportation of Ontario has saved as much as $45 million by awarding its ten most recent alternative bid tenders to concrete when compared to the lowest asphalt bids. Innovative building projects like Manitoba Hydro Place have achieved energy savings of up to 70% when compared to conventional buildings of a similar size.

Committed to sustainable development and to minimizing its footprint, the cement and concrete industry has placed a focus on reducing CO_2 emissions both from the manufacture of cement as well as from strategic use of concrete in sustainable design. A recent major initiative of the industry was the introduction last year of a new cement, Contempra, that reduces CO_2 emissions by 10% while producing concrete as strong and durable as the concrete produced with regular cement. When Contempra is fully adopted for all suitable applications, it will reduce CO_2 emissions as much as taking 172,000 cars off the road or planting 23 million trees.

"Concrete is the future of building smart, sustainable communities," concluded Mr. McSweeney. "Using concrete for building and infrastructure projects is ideal because of its cost-effectiveness, durability, energy-efficiency and reduction of CO_2 emissions."

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.*