

**Attention: News, City Hall and Business Editors**  
**Media Advisory**

**How concrete can contribute to savings for taxpayers in Fort McMurray**

*Cement Association of Canada President and CEO in Fort McMurray to discuss sustainability and cost containment of municipal infrastructure expenditures*

Concrete, when compared with other materials, provides greater energy and fuel savings, lasts decades longer, and requires less frequent maintenance and rehabilitation. Concrete roadways lead to fewer traffic disruptions, a reduced environmental impact and cost savings for taxpayers.

- 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.
- As an example of the cost savings made possible by concrete, 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.

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

**What:** Media Availability

**Where:** Fort McMurray City Hall – 9909 Franklin Avenue, 7<sup>th</sup> Floor

**When:** 9:30 – 10:30 a.m., October 12, 2012

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

Lyse Teasdale, Director, Communications, [lteasdale@cement.ca](mailto:lteasdale@cement.ca), 613-236-9471 x211

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 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/>.

*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.*