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‘Concrete for Maryland’ Unveils Campaign Web Site

BALTIMORE, Md. (March 16 2010) – “Concrete for Maryland,” a coalition of Maryland associations and companies promoting awareness of the benefits of using concrete for new road construction and resurfacing projects in Maryland, today unveiled its campaign Web site, www.concreteformaryland.com.

In addition to information about the use of concrete for road projects and its environmental and long-term value, the Web site allows those interested in joining the campaign to sign up to receive regular updates. Other sections of the Web site include “News,” where press releases about the campaign and the use of concrete in Maryland will be posted, and “Concrete Facts,” where the latest research reports and facts about concrete for paving will be available.

“Our campaign Web site serves as the central resource for facts about concrete for paving and updates on our progress as we take the concrete message to consumers and government officials across the state,” said Tom Evans of the Maryland Ready Concrete Association and one of the concrete coalition’s founding members. “We encourage anyone interested in learning more about the benefits of using concrete for paving to visit the site and register to receive regular updates.”

The Web site is a core element of the awareness campaign, complementing other social media components including a “Concrete for Maryland” Facebook page and a Twitter account, www.twitter.com/concrete4MD. The campaign is also reaching out to the mainstream media, communicating with government and elected officials and taking its message to regional trade shows and meetings.

About ‘Concrete for Maryland’

Founded by a coalition of trade organizations and companies in the ready-mix concrete industry, “Concrete for Maryland” is an information clearinghouse and resource aimed at promoting the benefits of using concrete for highway and road projects in the state of Maryland. Founding members include the American Concrete Paving Association, Mid-Atlantic Chapter, Chaney Enterprises, Waldorf, Md. and the Maryland Ready Mix Concrete Association. For more information visit www.concreteformaryland.com, follow @concrete4MD on Twitter, view the “Concrete for Maryland” page on Facebook or call 1-877-222-6199.

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