

Concrete Cares

The Concrete Industry is Mighty! Concrete is found all over the world, as it is the #1 building material. The industry cares about those in pain, suffering, struggling with disease, cancer and medical ailments. We recognize how those with challenges need everyone's compassion, prayer and donations to fund research and medical solutions. Placement of decorative concrete draws attention to those needs.

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Mission Statement:

To allow local concrete industry to identify a local unifying project. Then to place decorative concrete to draw attention to that need. Pulling contractors, concrete suppliers, concrete companies and everyone in the industry together to donate in kind materials and labor/talent to create the show piece.

October 2013 Pink Ribbon Challenge!

Concrete Cares set out a challenge for EVERY concrete truck to bear a pink ribbon to support breast cancer awareness. We've asked for your pictures and you've started to send them in. Thank you. See some of what our industry leaders are doing throughout the country! **Keep the photo's rolling in, we want to publish them all!**



Dauphinais Concrete, Sutton, Massachusetts
Chris Dauphinais, 508-865-9550
www.dauphinaisconcrete.com



Tilcon Ready Mix Inc.
Rachel Frenette, 860-612-5110
www.Tilcon-inc.com



Eagle Rock Concrete, Raleigh/Durham, NC
Adam Loftin, 919-781-3744
Committing \$1 for every yard this truck delivers to breast cancer awareness
<http://eaglerockconcrete.com/>



F.R. Carroll, Inc., Limerick, Maine
Michael P. Carroll, 207-793-4850
www.FRCarroll.com



More Pink Ribbon Challenge
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Pink Ribbon Challenge Continued...



Kearney Concrete Co., Kearney, Nebraska
Katie Murray & Kyle Potts pictured



Kearney Concrete Co., Kearney, Nebraska
308-237-3165, www.kearneyconcrete.com

Tennessee, the Next State with A Concrete Cares Project!

The Tennessee Concrete Association held their well known Week of Concrete (WOC) Event in Nashville, TN. They incorporated a decorative Koi Pond with a Pink Concrete Cares Ribbon. This will be a permanent installation at the Tennessee Concrete Association office where everyone coming and going will see it. It proudly displays the Concrete Cares website. We thank TCA for their willingness to have this be part of their everyday busi-



ness at the association offices-headquarters.

Many thanks to these people who worked hard on the beautiful project:

- Alan Sparkman
- Rick Lobdell
- Rachel Bruce
- Mike Murray

Please be sure to tell us about your Concrete Cares projects. Take pictures and send them to us to display in the next newsletter and/or social media post.

Think Pink in Phoenix, AZ at the ACI Convention

Support Concrete Cares and help expand awareness of the need for cancer research and fundraising by the concrete industry. Wear your pink on Monday, October 21 during the **American Concrete Institute Fall 2013 Convention!** Concrete Cares t-shirts are available for purchase, or pick up a pink



concrete heart at the ACI Arizona Chapter Desk. Learn more about Concrete Cares in the exhibit hall at 12:00 pm on Monday and Tuesday during the convention to hear an informative presentation by Mike Murray, Concrete Cares National Leader.

Concrete Cares

Project Recap Reporting Form

Please provide the information below, then email to:

Mike Murray Mike@MurrayDecorative.com Chris Sullivan CSullivan@ChemSystemsInc.net Christy Martin MartinC@ConcretePromotion.com



- **Project Name:** (This is the name we will use in the newsletter and website to identify it. Keep it simple)
- **Street Address:**
- **City/State/Zip:**
- **Description of the location:** (Example: Behind the building or in the front lobby or in the parking lot or north side of the building, in the stadium, etc.)
- **Describe the concrete donation:** (Example, concrete table, polished lobby floor, pink concrete handicap ramp, decorative patio, etc.)
- **Give very specific details about the decorative concrete:** (Example: stamp pattern, stencil description, integral color, shake hardener, acid or water based stain, dyes, names of colors, etc.) Too much information is not possible.
- **Donations by:** (Give the names of ALL companies and/or individuals and what they donated in materials, their own time etc.)
- **Why was this project chosen or why was it special?** (Is there a concrete connection? Was it tied to an event, like a golf tournament or run to raise money for the cause?)
- **What was a challenge or hard obstacle to overcome, if any?** (A lesson learned that can be passed on to others, so that they don't make the same mistake or can avoid a difficulty)
- **Media Coverage:** (If you had any media coverage, who and what did they say or show? Did you get any feedback from the media coverage?)
- **Anything Else** that is an important detail, we may have forgotten: (Example: Made up t-shirts for everyone on the team who volunteered to place the decoration concrete. Where did the money come from to print the t-shirts?)
- **Pictures:** (Lots of pictures please!, some during construction, some post construction. Send the pictures to the same three people listed at the top of this form.)

This information will be given to our webmaster to upload to our website. It could end up in one of our newsletter updates too! Thank you very much for your time in filling this out!
