

OCTOBER IS BREAST CANCER AWARENESS MONTH!

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.

October 2013
Year 2, Issue 3

Kearney, Nebraska, HUGE Community Event Sept. 29, 2013

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.

Kearney Concrete Co. , in Kearney Nebraska, created a HUGE Community Event on Sunday, Sept. 29, 2013 from 11 am to 4 pm. Kyle Poff and his associates at Kearney Concrete rounded up businesses in the area to donate their time and resources to create a FUN day of activities to ultimately draw attention to Breast Cancer Awareness. Activities included: a Live Band "Bases Loaded", free admission to the Archway Monument, a Dragon Jump House, Kid's Games with Super Heroes on-site, Girl Scouts and Boy Scouts selling lemonade and bracelets, face painting, pink nail polish manicures, military obstacle activities, all kinds of food and drink, etc. Proceeds went to Concrete Cares for more decorative concrete projects, focused on honoring those who treat and support breast cancer patients and those who are breast cancer survivors! Thanks to Jereme Montgomery and the Nebraska Concrete and Aggregate Association for their booth and for supporting the community event. There was a nice media showing with snippets on the local news stations to whet the community's appetite. It proved to be a sunny and beautiful fun day for all. Thanks to Kyle Poff the initiator of the community event!



More Nebraska PINK Activity! You don't want to miss these pictures!



“Real Men wear Pink...and Look Good Doing It!”

The Geiger Ready-Mix Company Newsletter for Fall 2013 asks employees “Are YOU Man Enough...?” Challenging the team to wear Pink T-Shirts on Fridays in October to increase awareness for Breast Cancer.

“Man Up” for your mom, your bride, your grandma, your daughter, your sister,



Geiger Ready-Mix will wear these pink T-shirts in October to create a Pink Army to raise awareness for Breast Cancer.

your aunt, your niece and every other significant woman in your life. “Real Men Wear Pink... and look good doing it”, declares Geiger President, Steve McDonald.

If you have a pink story to tell, please send us an email at Concrete Cares, mike@murraydecorative.com or martinc@concretepromotion.com.

October Pink Truck and Pink Ribbon Challenge Continues



Kearney Concrete Co. in Kearney, Nebraska paints the town Pink! Or at least their trucks!



Orangeburg Redi-Mix Concrete, Inc., Orangeburg, South Carolina, Nice Paint job, Pink & White!



Tom Ralston Concrete, Santa Cruz, CA, Gets their Pink Ribbon on!



Warden & Smith, Inc., Can't miss this beautiful cement tanker in Cheraw, Bennettsville, and Pageland, South Carolina!



APAC's Arkhola Division, Ft. Smith, AR support the Susan G. Komen Foundation



Elmer's in Traverse City, MI with proud driver Vicki Long. This pink Team Elmer's truck appears at community events all around the city!

Show us your pink ribbon or paint jobs on your trucks! Send jpg files to martinc@concretepromotion.com.

October Pink Trucks and Pink Ribbon Challenges...Continued

GCC has 6 pink concrete trucks in 6 states: 1 Arkansas, 1 Iowa, 1 Kansas, 1 Oklahoma, 1 Minnesota and 1 South Dakota! They contribute 50 cents of every yard to the Susan G. Komen Foundation. A concrete truck is a wonderful bill board with nice visibility!



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!
