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For Immediate Release
Concrete Advancement Foundation

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Las Vegas, NV - March 13, 2023: The RMC Research & Education Foundation is now the Concrete Advancement Foundation. The announcement, along with the unveiling of the Foundation's new logo, was made by Foundation Executive Director Julie Garbini at the National Ready Mixed Concrete Association (NRMCA) Board of Directors meeting during NRMCA's annual convention.

The Foundation's Board of Trustees voted to change the organization's name last November to better reflect its body of work which, for decades, has helped to advance sustainability and resilience in the larger concrete construction industry through research and education.

Along with the new name, the Foundation's Board of Trustees also approved a new strategic plan. The vision of the Concrete Advancement Foundation is to be the resilient resource to collaboratively support concrete as the leading sustainable building material. Key goals in the plan reflect the concrete industry's role in achieving the societal aspirations of 1) decarbonization, 2) resilient, sustainable and affordable communities and 3) world-class sustainable infrastructure.

Foundation Chairman Jamie Gentoso, Holcim US, notes, "The Foundation's new name and vision reflect the role we've already taken in helping to advance concrete sustainability in collaboration with a variety of industry stakeholders and organizations. Through investment in research and education, we are able to support the efforts of our partners throughout the concrete construction value chain to have the greatest collective impact."

Foundation Vice Chairman Francis "Hall" Chaney, Chaney Enterprises, adds, "A key part of our vision is for the Concrete Advancement Foundation to remain a resilient, or lasting, resource

for funding vital industry research and education. Collaboration with industry partners also remains a critical part of the vision, as the Foundation provides resources to support the efforts and goals of the larger concrete construction industry and its organizations.”

While the Concrete Advancement Foundation will continue to garner and apply resources to a variety of research and education programs to advance the industry and societal goals, the Foundation’s signature initiative, the Massachusetts Institute of Technology (MIT) Concrete Sustainability Hub (CSHub), will remain at the core of the Foundation’s programming. Garbini underscores that “The concentrated and holistic effort at the MIT CSHub over the last fourteen years has advanced concrete leaps and bounds as the leading sustainable building material. The CSHub’s agenda is the inspiration for, and completely aligned with, the Foundation’s emphasis on concrete’s role in achieving greater societal goals around sustainability and resilience.”

The offices of the Concrete Advancement Foundation will remain in Alexandria, VA, co-located with its partner organizations the National Ready Mixed Concrete Association and Portland Cement Association. The new website address is www.concreteadvancement.org. The Foundation is a 501(c)(3) non-profit organization.

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