



CEMENT & CONCRETE PRODUCTS™

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QUIKRETE® REVEALS “SAVE THE ENDANGERED MAILBOX” WINNERS
Contest Humanizes Damaged Mailboxes in Playful Public Service Campaign

ATLANTA (June 24, 2013) – This spring, the QUIKRETE® Companies encouraged homeowners to repair damaged mailboxes through a tongue-in-cheek cause campaign called “Save The Endangered Mailbox.” On the understanding that 50 million curbside mailboxes across the country face the dangers of inattentive drivers, severe weather, teen pranks or other accidents, homeowners were challenged to make a difference and win cash prizes by entering the mailbox makeover contest. Ironically, all three award-winning entries were literally made over mailboxes that were severally damaged due to unexpected circumstances.

1st Place – Steve Mountain and Kris Eden (Waldorf, Md.)

A work truck backed over the brick mailbox at the Eden home, forcing a complete reconstruction highlighted by a decorative stone etched with the family’s name.

Product: QUIKRETE® Mortar Mix

2nd Place – Nancy Hancart (Nitro, WV)

The failure of brakes on a neighbor’s car forced Hancart to rebuild an elegant brick mailbox topped with a brass lantern.

Product: QUIKRETE® Mason Mix

3rd Place – Susan Coulombe (Falmouth, Maine)

Following a snowplow incident last winter, Coulombe rebuilt her mailbox with a sleek new white post and three-tier stone planter as the base.

Product: QUIKRETE® Fast-Setting Concrete

“In an effort to cut through the home improvement clutter and better engage homeowners this spring, we took a playful approach to repairing damaged mailboxes by making it an issue of importance,” said Frank Owens, vice president marketing for The QUIKRETE® Companies.

“We also offered monetary prizes for the best mailbox makeovers using our products as an incentive for homeowners to get involved with this imaginary cause. Beyond the mailbox makeover entries we received through the contest, ‘Save The Endangered Mailbox’ significantly increased our presence with consumers through social media.”

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QUIKRETE® Save the Endangered Mailbox Winners – Page 2

A “Save the Endangered Mailbox” public service announcement ([PSA Link](#)), which was viewed more than 10,000 times on the QUIKRETE® website and YouTube channel, along with in-store signage, advertising and consumer emails drove entries to the QUIKRETE® Facebook page. Homeowners in need of assistance with their mailbox makeover also had access to how-to project instructions and videos on the “Save The Endangered Mailbox” webpage at www.quikrete.com/athome/mailbox.asp. A committee of QUIKRETE® representatives selected the winners, which won \$2,000 collectively.

For more information on QUIKRETE® and its products to include how-to videos, visit www.quikrete.com, like it on [Facebook](#) and follow it on Twitter [@QUIKRETE](#).

The QUIKRETE® Companies

The QUIKRETE® Companies is the largest manufacturer of packaged concrete and cement mixes in the United States and Canada, and an innovative leader in the commercial building and home improvement industries. QUIKRETE® products are manufactured and bagged in more than 90 manufacturing facilities in the United States, Canada, Puerto Rico and South America, allowing for unsurpassed distribution and product depth. The QUIKRETE® Technical Center ensures that professionals and consumers alike are provided with the most innovative and highest quality products available on the market. For additional information on The QUIKRETE® Companies or its products, please visit www.quikrete.com or call (800) 282-5828.

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