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QUIKRETE® KICKS-OFF “WHAT AMERICA’S MADE OF™” SWEEPSTAKES

ATLANTA (Aug. 19, 2013) – The QUIKRETE® Companies, leading manufacturer of packaged concrete and related products for the building and home improvement markets, launched the QUIKRETE® “What America’s Made Of™” sweepstakes today. Consumers can enter the sweepstakes, which is conducted in collaboration with home improvement expert Danny Lipford, at www.todayshomeowner.com/contest for a chance to win a prize pack valued at \$599 that includes a QUIKRETE® *Guide to Concrete* book and QUIKRETE® products for various home improvement projects. The six winners will be randomly selected weekly between Aug. 26 and Sept. 30.

“A recent survey by the Home Projects Council¹, found that homeowners are most interested in home improvement projects that add functional value to the home, so we selected prizes that fulfill that need,” said Frank Owens, Vice President Marketing for The QUIKRETE® Companies. “In addition, we hope the experience of completing these projects will give the winners the confidence and desire to take on other home improvements projects in the future.”

QUIKRETE® “What America’s Made Of™” Project Prizes

- Patio—Crack-Resistant Concrete Mix, Cure & Seal and Liquid Color
- Walkway—WalkMaker® Form, Crack-Resistant Concrete Mix, Liquid Color, PowerLoc™ and Jointing Sand
- Garden Wall—QUIKWALL®, Liquid Color and Block
- Designer Concrete—Stain, Cleaner, Etcher & Degreaser, and Sealer

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

¹ The Home Projects Council is a collection of 10 highly respected and reputable home improvement experts working in collaboration to help homeowners increase the value of their homes with do-it-yourself projects. Owens and Lipford are members of the Home Projects Council.

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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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