



FOR IMMEDIATE RELEASE
For additional information contact:
Ron Treister
rtt@communicatorsintl.com
207-828-8050

LATICRETE Helps New Jersey Boxing Club Pursue a Few More Knockouts



Dec 1, 2011: LATICRETE, a global manufacturer and leader of premium installation and finishing systems for the building industry, donated funds to The Dover Boxing Club, a not-for-profit organization dedicated to enhancing the lives of young people from Dover, New Jersey and surrounding communities. Ed Leahy, Founder/Trainer, is a former professional boxer and judge, well-known in the boxing world, who won the lightweight championship while on active duty in the U.S. Marine Corps. Through his leadership, The Dover Boxing Club provides young men with exercise programs, character development, self-discipline, self-confidence, and the opportunity to achieve competitive excellence. It promotes and grows the

sport of boxing in the US by competing in local, state, regional, national and international competitions. Being non-profit, The Club depends on donations to maintain its operations.

Ed Leahy's brother, Tom, currently is a Technical Sales Representative for LATICRETE Specialty Products Division (SPD). He stated, "Dover Boxing has been very active in bringing kids from overseas to compete here in the states... and, vice versa. For example, recently, amateur boxers from Ireland came into America to fight some of the club's members. It's all for a great cause, and donations are always needed. David Rothberg, Chairman/CEO of LATICRETE didn't hesitate when approached for a contribution."

Dover Boxing will be the first amateur club from anywhere in the world to bring fighters to compete in Beijing Stadium. In the very near future, a contingency of Dover's young boxers will demonstrate their pugilistic prowess at China's "National Stadium" (also known, due to its unique architectural appearance, as "The Bird's Nest") which was designed for use throughout the 2008 Summer Olympics and Paralympics.

Innovative Tile and Stone Installation Systems

“Without donations from generous companies such as LATICRETE, we wouldn’t be able to engineer opportunities for the youngsters such as the China trip,” said Ed Leahy. “And, just like LATICRETE, Dover boxing is now going international!”

LATICRETE International, Inc. is a US-based, family-owned global manufacturer and leader of premium installation and finishing systems for the building industry. LATICRETE® products are produced and distributed worldwide in the commercial and consumer channels. The company's philosophy of innovation and technical expertise has led to an unparalleled reputation and commitment to superior quality, performance and customer service. Manufactured in state-of-the-art ISO 9001:2008 certified facilities, LATICRETE offers a broad product portfolio including an extensive line of low VOC sustainable products independently certified by GREENGUARD.

LATICRETE®, LATAPOXY®, SpectraLOCK®, Hydro Ban® and DRYTEK® are registered brands of LATICRETE International, Inc. *Corporate Website:* www.laticrete.com.

###

