



For Immediate Release
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LATICRETE Supports Bethany Earth Day



For Immediate Release: LATICRETE, a global leader in the manufacturing of innovative systems for the installation of tile and stone, sponsored the Bethany Clean Energy Task Force's third-annual Earth Day Celebration at Bethany Town Hall on Saturday, May 16, 2009. The one day, four-hour event featured 12 different exhibitors, including the Bethany-based LATICRETE, all promoting renewable energy sources, sustainable products, and an overall commitment to preserving the Earth for future generations.

Over 400 participants gathered to visit and learn about what each local exhibitor was doing to support the preservation of the Earth, and take part in several events planned for the day including a video, poetry and art display of Amity School District contest winners, a natural product exhibit, a hybrid/alternative fuel car show, as well as to view some of Connecticut Light & Power Company's energy conservation products.

"This was my third-straight year as a representative of LATICRETE at Bethany Earth Day," said Robert Williams, LATICRETE Director, National Accounts. "It's a great event for the community. I enjoy it each year. It's a fun day. I'm big a supporter of renewable energy anyways. My wife and I get 51 percent of our energy at home from renewable sources, so it's something that we feel strongly about to begin with. At the LATICRETE table, we showcased our range of low-VOC products and our GREENGUARD certification for promoting healthy indoor-air, and enjoyed meeting and speaking with people from Bethany and surrounding towns on a very important topic. Several of us have been attending the event each year, so it was also a nice chance to catch up with some familiar faces."



The Bethany Clean Energy Task Force was established in 2005 and currently meets the 2nd Tuesday of each month at Bethany Town Hall. The committee is comprised of a professional engineer, alternative fuels expert, a utility account manager, bio-chemist, project manager, local business people and interested residents. As an active participant in the 20 percent by 2010 program, which aims to have as many companies in Bethany as possible receiving 20 percent of their energy from renewable resources, the Town of Bethany was recently awarded 15 KW solar arrays, large panels used to harvest energy directly from the sun.

LATICRETE International, Inc. is a family owned business dedicated to innovative, high quality tile and stone installation systems. Based in the USA, the 50-plus year old company is one of the world's leading manufacturers in its field. It's well known brands LATICRETE[®], LATAPOXY[®] and SpectraLOCK[®] are manufactured and sold worldwide. USA /Canada: 1.800.243.4788, outside USA: +1.203.393.0010, www.laticrete.com.

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