



For Immediate Release
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LATICRETE Sponsors Lowe's Employee's Bike Ride for MS Society



July 24, 2008: LATICRETE, a global leader in the manufacturing of innovative systems for the installation of tile and stone, generously sponsored Lowe's employee Larry Unfried in the 2008 Bike MS Great Lakes Breakaway Ride to raise funds and awareness to help find a cure for Multiple Sclerosis. The annual Bike MS Great Lakes Breakaway Ride is held each year by the National MS Society, Michigan Chapter, offering riders the opportunity to bike 30, 75 or 100

miles each day over two days through peaceful farmlands and picturesque rural communities on the shores of Lake Michigan.

Unfried, a sales specialist in the flooring department at Lowe's in Fairview Heights, Illinois, participated in his 10th Bike MS 150 (75 miles each day) with his two sisters and one niece, raising \$1,000 as a team to benefit the Michigan Chapter of the National Multiple Sclerosis Society.

The National MS Society helps people affected by MS by funding cutting edge research, driving change through advocacy, facilitating professional education, and providing programs and services designed to help people with MS and their families move their lives forward. Learn how to help by contacting the National MS Society at www.nationalMSSociety.org, or by calling 1.800.344.4867.

LATICRETE is a global leader in the manufacturing of tile and stone installation systems, known and trusted for industry leading innovation and expertise. For in-depth technical support and answers to your installation or application questions call toll free: 1.800.243.4788 ext 235, or outside the USA: +1.203.393.0010 ext 235, E-mail: technicalservices@laticrete.com. Comprehensive LATICRETE and industry information can be found on the web

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