



Essential materials for building a strong Ontario

FOR IMMEDIATE RELEASE

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ONTARIO STONE, SAND & GRAVEL ASSOCIATION UNEARTH \$5,000 WINNER!

Toronto, May 1, 2009 — The Ontario Stone, Sand & Gravel Association (OSSGA) recently announced the winner of its \$5,000 Home Hardscaping contest. The contest was created to drive traffic to the OSSGA's newly-launched consumer website, <http://www.theholestory.ca>, while helping consumers make the connection between quarries or gravel pits and the aggregate-based products they use on a daily basis.

Contest winner Debby Federico of Mississauga was selected by random draw from over 4,000 unique entries. She will receive a cheque for \$5,000 to spend on home hardscaping or interior home improvement products. Debby said that the prize came at the perfect time as she was preparing to replace her paved driveway (an aggregate product) this Spring.

Since January 2009, over 200,000 households across Ontario received tabloid-sized direct marketing pieces that challenge them to imagine how Ontario might look without the benefits of stone, sand and gravel. The mailer encourages people to visit OSSGA's dynamic new website for some hard facts about the industry, the work it does, and the challenges it faces. The site includes a number of interactive elements where consumers can discover the environmental impact of moving a quarry or pit further from its end use, and see how stone, sand and gravel are used in urban, suburban and rural environments.

The mailer, website and contest were all developed in conjunction with Field Day Inc. with the following key objectives: to educate the general public on the importance of a healthy

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aggregate industry in Ontario, to illustrate the extensive efforts made by the industry to rehabilitate sites both during and after use, and to create a place where people can converse openly and directly with key stakeholders in the aggregate community.

"Aggregate producers are community- and environmentally-minded citizens," says OSSGA President Moreen Miller. "They live in the same communities where they work, and they embrace dialog and cooperation within their communities.

"For an industry dedicated to digging through dirt and dredging water, it's about as clean as you can get. Aggregate processing is entirely water-based – not a single chemical is used in the processing of stone, sand and gravel. And the water is recycled in a closed loop and used again and again."

About the Ontario Stone, Sand & Gravel Association

OSSGA is a non-profit industry association representing over 250 sand, gravel, and crushed stone producers and suppliers of valuable industry products and services. Collectively, its members supply the majority of the approximately 172 million tonnes of aggregate consumed annually in the province to build and maintain Ontario's infrastructure needs. OSSGA works in partnership with government and the public to promote a safe and competitive aggregate industry contributing to the creation of strong communities in the province.

The OSSGA exists to promote the wise management of Ontario's aggregate resources in a manner that is conducive to conserving the natural and social environment while maintaining a healthy and competitive aggregate industry.

Importance of stone, sand & gravel

Stone, sand and gravel help create the high standard of living we enjoy in Ontario. Our homes, schools, playgrounds, workplaces and communities are built with stone products extracted from pits and quarries.

Importance of industry environmental stewardship

Stone, sand and gravel extraction is a temporary land use. As aggregate is extracted from a pit or quarry, and again upon completion, the site is rehabilitated into other productive land uses. These land uses include recreational parks, conservation and forestry lands with considerable environmental appeal that are distinct assets to the community. The stone, sand and gravel industry has created many valuable spaces where people gather for rest or recreation and to

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enjoy the outdoors. Over the past 30 years, producers have planted over 500,000 trees adding to nature's beauty and diversity in Ontario.

About Field Day Inc.:

Field Day is a brand strategy and creative services agency located in Toronto, Ontario. Field Day's clients include the Canadian National Exhibition, Epson Canada, Toronto Blue Jays, and Warner Home Video Canada.

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FOR FURTHER INFORMATION, INCLUDING PHOTOS, CONTACT:

Marta Blocki, Communications Specialist
Ontario Stone, Sand & Gravel Association
(905) 507-0711 ext. 4
mdowding@ontariossga.com