



*Essential materials for building a strong Ontario*

**FOR IMMEDIATE RELEASE**

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## **Get the 'Hole' Story!**

*OSSGA Launches First-ever Interactive, User-friendly Consumer Website*

**Mississauga, November 27, 2008** — As part of its ongoing Public Education Campaign, the Ontario Stone, Sand & Gravel Association (OSSGA) is pleased to announce the launch of its new consumer-oriented website, [www.theholestory.ca](http://www.theholestory.ca).

In attempt to raise public awareness about the stone, sand and gravel industry (also known as aggregates), Theholestory.ca features a number of interactive elements, vivid imagery and everyday language to convey its message. For example, consumers can discover the environmental and economic impacts of moving a quarry or pit further from its end use and literally see how stone, sand and gravel are used in urban, suburban and rural environments.

"This is, by far, the best public perception initiative we've had in a long time — if not ever!" said Co-chair of the OSSGA Public Perception Committee Greg Sweetnam.

An integral part of the campaign is a targeted direct marketing mailer handled by Toronto marketing agency, Field Day Inc. The tabloid-sized direct marketing piece depicts a barren Ontario landscape to suggest what life would be like without the benefits of stone, sand and gravel.

The mailer will reach 100,000 households in Barrie, Orillia and surrounding areas, and will expand to a wider audience in the New Year.

Theholestory.ca also includes an opportunity to win \$5,000 in aggregate products for the home, including exterior hardscaping or interior tiling and ceramics.

(The OSSGA's other site — [www.ontariossga.com](http://www.ontariossga.com) — will remain active, largely for disseminating technical and members-only information.)

The new awareness campaign will help balance public perception of the industry. Stone, sand and gravel are vital to Ontario's existence. The vast majority of aggregate is used for public infrastructure including roads, bridges and public buildings. Aggregate also plays a vital role in water purification processes; it's a necessary component in glass, and it can even be found as filler in paper and some pharmaceuticals.

## Press Release

As well, quarries and pits undergo extensive progressive and final rehabilitation. The public is generally unaware that landmarks such as the Royal Botanical Gardens, University of Toronto at Mississauga (Erindale Campus) and Toronto's Christie Pits (to name just a few) were once operating quarries or gravel pits.

"For an industry that digs up and then crushes rock, it's about as clean as you can get — in more ways than one," says OSSGA Chairman of the Board Bruce Semkowski.

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### **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, our members supply the majority of the approximately 172 million tonnes of aggregate consumed annually in the province to build and maintain Ontario's infrastructure. 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.

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

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### **FOR FURTHER INFORMATION, CONTACT:**

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