



For Immediate Release
Concrete Advancement Foundation

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Alexandria, VA and Carlsbad, CA – April 6, 2023: The Concrete Advancement Foundation is proud to announce the launch of the Skate4Concrete program. Skate4Concrete is a targeted recruitment strategy, connecting members of the skateboarding community to careers in the concrete supply and concrete construction industries.

The Skate4Concrete program was developed by Project Cornerstone, an award-winning non-profit organization in California, with funding from the Concrete Advancement Foundation. The program consists of recruitment videos featuring skaters, skatepark construction, and career opportunities in concrete, filmed in cooperation with 900 Films, the production company owned by skateboarding icon Tony Hawk. It also boasts a website to connect skaters to career opportunities, a social media campaign, and a high school-level technical concrete certification program.

“We loved the idea of a targeted education and recruitment campaign aimed at the skateboarding community. Skaters have a unique appreciation for concrete as they regularly skate on concrete pavements and in concrete skateparks with creative and challenging features. Skaters also tend to love the outdoors, new challenges and problem-solving – attributes we often associate with people who are successful in this industry,” notes Concrete Advancement Foundation Executive Director Julia Garbini.

Crystal Howard, Executive Director of Project Cornerstone and Principal with Crystal Waters Consulting, continues, “We felt there was a real opportunity to connect skaters with concrete, an industry with a big need for talent and tremendous career opportunities. Our vision is to increase skater knowledge of career paths in concrete, as well as concrete’s versatility, sustainability and durability as a construction material. Skaters love concrete, and they love it even more when they learn all it has to offer for a career and to society.”

Companies, individuals, school representatives and all interested parties are invited to a webinar scheduled for April 18, 2023, at 9:00 am Pacific, 12:00 pm Eastern to learn more about the Skate4Concrete program and how it can be used. Register in advance at

<https://us02web.zoom.us/meeting/register/tZckce2orjktHtJ6VMwARPGZnakQmQUIYJDk>