



**FOR IMMEDIATE RELEASE: 11.6.2017**

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### **NRMCA Launches Interactive Website “Pave Ahead”**

*Website will serve to educate and assist industry, policy makers and other paving stakeholders*

**Silver Spring, MD** – The National Ready Mixed Concrete Association (NRMCA) announced the launch of Pave Ahead, an educational campaign and website designed to assist the industry, policy makers and other stakeholders when making decisions about how to pave with safety, reliability, sustainability and cost in mind.

Paveahead.com will also provide a portal to NRMCA’s no-fee “pavement design center.” Stressing logistics and efficiency, the design center employs an “assistance team” to help users develop project pavement designs, select materials, locate contractors, and consult with industry specialists. Additionally, paveahead.com will offer a variety of resources, articles, and testimonies relating to concrete, and other ready mix produced products, as roadway/paving construction materials.

Robert Garbini, President of NRMCA, sees Pave Ahead as a platform for enhancing cross-industry communication. “Pave Ahead takes advocacy and turns it functional,” says Garbini. “With the website’s design center, we’re not just offering information. We’re offering actual services, actual solutions.” Garbini’s vision is that paveahead.com will allow industry leaders, community officials, and contractors to come together and collaborate on projects—all with the assistance of industry experts and free of charge.

Using the website as a clearing house for information, news and paving related content, the Pave Ahead educational goal will be to highlight concrete’s advantages as a roadway and paving construction material. Mostly known for its utility in highway and airport projects, concrete has seen a recent uptick in construction for parking lots, streets, and even as overlays of worn out asphalt pavements. In fact, the oldest concrete street in the U.S., placed in 1891 and located in Bellefontaine, Ohio, is still in use today. Informing users regarding the safety, durability, and sustainability of concrete as a paving material for such projects is among Pave Ahead’s chief objectives.

“The idea behind Pave Ahead isn’t to sell more concrete. Concrete sells itself,” says Garbini. “Instead, we are connecting our expertise and our experts to decision-makers in the marketplace so that they might better understand the paving options available to them before they make a significant investment they might come to regret.”

As state and national lawmakers look to rebuild the nation's infrastructure in the coming years, Pave Ahead will be ready to work with and provide assistance to any elected official or developer looking to ensure our roads will last generations.

**For more information on Pave Ahead, visit [www.paveahead.com](http://www.paveahead.com), or call 833-485-1192.**

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