



**A COALITION OF THE NATIONAL READY MIXED CONCRETE ASSOCIATION**

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**Build With Strength Coalition Partners with Athens Area Habitat for Humanity**

*Donated concrete will strengthen affordable housing, making it more resilient and sustainable*

**[ATHENS, GA]** — Build With Strength is partnering with the Athens Area Habitat for Humanity and the Georgia Ready Mixed Concrete Association to fortify decent, affordable, and sustainable housing in Athens. Thomas Concrete and Quadlock will be providing the materials for the single-family unit which will be constructed with Insulated Concrete Forms (ICFs). The project is set to break ground in the beginning of June

Backed by the National Ready Mixed Concrete Association (NRMCA), Build With Strength is a coalition of architects, builders, engineers, emergency services personnel, policymakers and others committed to solving challenging housing issues. Build With Strength is partnering with Habitat to help further address those issues on a large scale.

“We are thrilled to be working alongside the NRMCA and Habitat for Humanity on this important build. The recent rise in the cost of lumber has created significant challenges for the development and construction industry,” said Jimmy Cotty, Executive Director of the Georgia Ready Mixed Concrete Association. “ICFs are a very effective solution. The end product is more cost effective, resilient and energy efficient for homeowners.”

ICFs are foam blocks that stack like Legos™ and provide a core for the concrete to cure. The installation of ICFs can drastically cut construction time and requires less labor. The installation of this system will be easy on volunteers, create a safer construction site for build teams, and reduce noise and waste on the jobsite.

Athens Mayor Kelly Girtz recently toured the project site with participating organizations.

“Quality, affordable housing will always be of top priority for Athens and Clarke County, particularly as communities recover from the pandemic,” said Girtz. “Habitat has done tremendous work in this community and I thank the local concrete industry for doing their part. Families will have better access to quality housing because of this partnership and that’s ultimately what’s most important.”

“This is an amazing opportunity to see this incredible building technique that we are going to institute here in Athens,” said Spencer Frye, Executive Director of Athens Area Habitat for Humanity. “We hope that this partnership continues to grow so that more residents in Athens have access to affordable, resilient and sustainable housing.”

### **About National Ready Mixed Concrete Association**

NRMCA is celebrating 90 years of representing the producers of ready mixed concrete and the companies that provide materials, equipment, and support to the industry. It conducts education, training, promotion, research, engineering, safety, environmental, technological, lobbying and regulatory programs. To learn more, visit <https://www.nrmca.org/>.

### **About Build With Strength**

Build With Strength is a coalition of the National Ready Mixed Concrete Association and works with communities, lawmakers, and industry employees to advocate for safer, sustainable building materials. To learn more, visit <https://buildwithstrength.com/>.

### **The Georgia Ready Mixed Concrete Association**

The Georgia Ready Mixed Concrete Association, formerly known as the Georgia Concrete and Products Association, was formed in 1968 by a merger of the Georgia Concrete Masonry Association and the Georgia Ready Mixed Concrete Association. In 2014, the Georgia Concrete & Products Association underwent a rebrand and adopted its current name, the Georgia Ready Mixed Concrete Association, to more accurately reflect the organization’s focus as a ready mix driven industry.

### **Athens Area Habitat for Humanity**

Habitat for Humanity’s vision is a world where everyone has a decent place to live. We seek to put God’s love into action, by bringing people together to build homes, communities and hope. Founded in Americus, Georgia in 1976, Habitat for Humanity has helped build, renovate and repair more than 1 million decent, affordable houses sheltering more than 5 million people worldwide. Habitat’s long-term dream is to eradicate housing projects around the world, and to replace them with solid, single-family homes built hand-in-hand by volunteers and the future owners themselves.

Learn more at [www.buildwithstrength.com](http://www.buildwithstrength.com)

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