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# Press Release

## CIRCA leading the promotion of coal combustion product (CCP) utilization

**Montreal, Quebec – October 29, 2001** – Ron Sills, Chairman of CIRCA, *Canadian Industries Recycling Coal Ash*, unveiled the organization's new corporate identity at the 2001 International Ash Utilization Symposium, held October 22-24, 2001 in Lexington, Kentucky.

CIRCA and its predecessor, known as the Coal Combustion Products Interest Group have been instrumental in promoting the reclamation and recycling of CCPs, a by-product of coal-fired electricity generation, in Canada for use in the cement industry to produce technically superior concrete products. A further aim of CIRCA is to support efforts to create non-traditional applications that will expand the use of CCPs.

At the unveiling, Ron Sills pointed out the environmental benefits: "Recycling CCPs will have a substantial positive impact on the environment through the reduction of greenhouse gas emissions." The ash industry can in this way make significant contributions to the achievement of Canada's Kyoto commitments. Sills added "The responsible use of CCPs will reduce the amount of coal ash that would otherwise be landfilled."

In the provision of value to its members CIRCA has an overall strategy to emphasize communication and education regarding utilization of CCPs as a technically sound supplementary cementing material (SCM). "With our new corporate identity, logo and vision, CIRCA is poised to be an internationally recognized organization responsible for significantly improving the use of CCPs in Canada" said Sills.



*CIRCA's new logo as unveiled on Tuesday, October 23, 2001, at the International Ash Utilization Symposium in Lexington, Kentucky.*

CIRCA is a group of ash producers and marketers represented by:

Can Ash CCP Ltd.

EPCOR Utilities Inc.

ISG Resources, Ltd.

Inland Cement Ltd.

Lafarge Canada Inc.

Manitoba Hydro

New Brunswick Power

Nova Scotia Power Inc.

Ontario Power Generation Inc.

Pozzolanic International Ltd.

TransAlta Corporation

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