

International **ICON**expo 2010 Concrete Exposition

FOR IMMEDIATE RELEASE

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San Antonio Welcomes Icon Expo 2010

San Antonio, Texas will provide the backdrop for the International Concrete Exposition (Icon Expo). The 2010 Icon Expo, an education based tradeshow hosting events linking members, business partners and industry leaders will be held at the Henry. B. Gonzalez Convention Center, March 19-20. The new San Antonio Grand Hyatt will host the National Concrete Masonry Association (NCMA) and the Cast Stone Institute (CSI) and the Marriott Riverwalk will host the Interlocking Concrete Pavement Institute (ICPI). Both hotels offer convenience and accessibility to the tradeshow, education and entertainment.

Famed for more than the Alamo, San Antonio has once again made Travel + Leisure's list of America's Favorite Cities. This top destination 300 years in the making received distinguishing recommendations as an affordable getaway for business travel, relaxation and family fun. Other high notes included the city's historic appeal (an accolade aided by the city's five 18th-century Spanish colonial missions) and ethnic foods. Always known as a city that takes pride in its rich history, San Antonio is now being considered a city that also invests in generations to come.

On the heels of San Antonio's River Walk extension being named the nation's largest ecosystem restoration in an urban area, the surrounding neighborhood development of River North has just been noted as one of 12 projects from around the world to win a Charter Award from the Congress for the New Urbanism (CNU). CNU, the leading organization promoting walkable, neighborhood-based development as an alternative to sprawl, commended the San Antonio River North project as a pioneer in developing mixed-use, walkable landscapes. Inspired by the art-filled niches, landscaped grottos and walkability of the River Walk, River North will transform what was a light industrial area into a thriving mixed-use neighborhood with residential, retail and office space centered around the San Antonio River. Discover more ways that San Antonio is making a difference at www.visitsanantonio.com or by calling 800-ALAMO-07.

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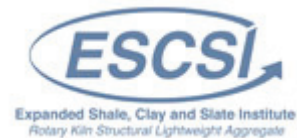
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The Icon Expo partner organizations support New Urbanism by working with communities to create beautiful, long-lasting, and affordable construction solutions.

Icon Expo is produced in union with affiliated industry groups and partners including the National Concrete Masonry Association (NCMA), the Interlocking Concrete Pavement Institute (ICPI) and the Cast Stone Institute (CSI). These industry partners will hold events in conjunction with Icon Expo. Other supporting organizations including the Expanded, Shale, Clay & Slate Institute (ESCSI) and the Portland Cement Association (PCA). Additional information on the Icon Expo tradeshow can be found at www.iconexpo.org or by calling 877-627-3976.

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