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## QUIKRETE® AWARDS QUIKCASH FOR FALCONS FIRST DOWNS

ATLANTA (Sept. 14, 2012) – The QUIKRETE® Companies, leading manufacturer of packaged concrete products for the building and home improvement markets kicks off its fourth season supporting the hometown Atlanta Falcons with the QUIKRETE® QUIKCASH program. The season-long promotion awards one lucky fan at each home game \$1,000 for every first down the Atlanta Falcons gain on its opening offensive drive as well as two lower level game tickets, parking pass and pre-game sideline passes.

“The Falcons enjoyed back-to-back playoff appearances for the first time in franchise history the past two seasons, so we like to think QUIKRETE® QUIKCASH is good luck,” said Frank Owens, Vice President Marketing for The QUIKRETE® Companies. “To date, \$78,000 has been awarded through QUIKCASH, and if the Falcons can duplicate its 2011 success on offense, there are going to some happy fans this year.”

Fans can participate in the QUIKRETE® QUIKCASH program by visiting [www.atlantafalcons.com/promotions/quikcash.html](http://www.atlantafalcons.com/promotions/quikcash.html) to enter. QUIKRETE® is proud to join millions of fans in supporting the 2012 Falcons as they seek a third-straight playoff appearance and Atlanta’s first Super Bowl title.

For more information on QUIKRETE® and home improvement projects, visit [www.quikrete.com](http://www.quikrete.com), “Like” it on [Facebook](#) and “Follow” it on Twitter [@QUIKRETE](#).

### *The QUIKRETE® Companies*

The QUIKRETE® Companies is the largest manufacturer of packaged concrete and cement mixes in the United States and Canada, and an innovative leader in the commercial building and home improvement industries. QUIKRETE® products are manufactured and bagged in more than 90 manufacturing facilities in the United States, Canada, Puerto Rico and South America, allowing for unsurpassed distribution and product depth. The QUIKRETE® Technical Center ensures that professionals and consumers alike are provided with the most innovative and highest quality products available on the market. For additional information on The QUIKRETE® Companies or its products, please visit [www.quikrete.com](http://www.quikrete.com) or call (800) 282-5828.

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