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FOR IMMEDIATE RELEASE

Greater Springfield Habitat for Humanity Partners with Local and National Organizations to Build First Sustainable Concrete Home in Holyoke

Innovative concrete building system further reduces costs for homeowners

West Springfield, MA – [Greater Springfield Habitat for Humanity \(GSHFH\)](http://GreaterSpringfieldHabitatforHumanity.org) partnered with the National Ready Mixed Concrete Association's (NRMCA) [Build with Strength Coalition](http://BuildwithStrength.org) to construct a new, affordable, low-carbon concrete home in Holyoke. Using insulated concrete forms (ICFs), the home's framing is made with a sustainable, noncombustible concrete building system that reduces upfront construction expenses while maximizing the structure's durability and energy performance. Soon-to-be homeowner Antonia will save long-term costs on utilities and insurance.

Community members, volunteers, local leaders, and media are invited to a **"Behind the Build" event on Friday, Nov. 18, from 10am to 12pm at the build site, 360 Chestnut Street, Holyoke**, to celebrate the progress and meet the many people and partners who made this project happen. The event will feature remarks from local leaders, a look at the current construction process, a "block signing ceremony," and an interactive training about building with ICFs. The event will offer an opportunity to meet and celebrate with Antonia, the future Habitat homeowner and her family.

"We are very excited to partner with the Build with Strength Coalition to promote ICF construction in our area, which allows us to build a more energy efficient, affordable home for our Habitat families," says *Aimee Giroux, Executive Director of the Greater Springfield Habitat for Humanity*.

Antonia is a single mother of three teenage daughters and a pre-teen son. She and her children are survivors of domestic abuse. They currently live in an apartment with significant issues, including poor insulation, sewage backups, mold in the basement, a leaky roof, and is in an unsafe neighborhood. The apartment is just one of many the family has lived in through the years. *Antonia says*, "it's time for a change. I want to show my children it is possible to break the cycle of abuse and give back to the community that helped us escape our situation."

Several NRMCA members have donated and / or discounted materials to support this build including, Integraspec, White Cap, Whirlpool, Baystate Concrete Pumping, Chicopee Concrete, Holyoke Housing Authority, Fortress Green Building Supplies, and MaCAPA. This project is part of a wider initiative between Build with Strength and Habitat for Humanity International to construct more than 50 sustainable concrete homes in 50 states in five years. Since the initiative launched in February 2021, 47 homes have been constructed in 27 states.

GSHFH is dedicated to strengthening communities by empowering low-income families to change their lives and the lives of future generations through homeownership and home preservation opportunities. Since 1987, Greater Springfield Habitat has built or repaired 123 homes in Hampden County. This project represents the first home to utilize ICFs, which will further reduce long-term costs for the future homeowners.

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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 NRMCA's Build with Strength Coalition:

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/>

About The Greater Springfield Habitat for Humanity

The Greater Springfield Habitat for Humanity is dedicated to strengthening communities by empowering low-income families to change their lives and the lives of future generations through homeownership and home preservation opportunities. Since 1987, Greater Springfield Habitat has built or repaired 123 homes in Hampden County. To learn more, visit: <https://www.habitatspringfield.org/>