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**QUIKRETE® LAUNCHES “WALK THIS WAY” CONTEST**  
*Cash Prizes Awarded for Best Concrete Walkway or Patio Projects*

**ATLANTA (Oct. 6, 2014)** – Fall is a great time to transform your front or backyard with a beautiful, durable concrete walkway or patio, but misperceptions about the time and expense associated with completing the project concern some homeowners. The QUIKRETE® Companies, the leading manufacturer of packaged concrete and related products for the building and home improvement markets, is inspiring homeowners to create a concrete walkway or patio through the “Walk This Way” contest, which will award cash prizes for the best projects.

“Unlike brick and stone, which can be expensive and difficult to install, using our plastic WalkMaker® forms and pre-mixed packaged concrete makes it easy and affordable to make a path or patio,” said Frank Owens, Vice President Marketing for The QUIKRETE® Companies. “This approach allows homeowners to successfully tackle projects ranging from a simple garden path to an elaborate outdoor entertainment area. In addition, homeowners can create paths or patios that really reflect their personal taste and style.”

Homeowners can enter the “Walk This Way” contest from Oct. 6 – Nov. 2, 2014 by making a concrete walkway or patio using a QUIKRETE® Walkmaker® form and posting the before-and-after project photos on the [QUIKRETE® Facebook page](#). The QUIKRETE® Facebook page will also provide “Walk This Way” contest details and rules as well as offer project assistance through an instructional, step-by-step how-to video. Homeowners can select one of four Walkmaker® patterns including Basket Weave Brick, Country Stone, European Block and Running Bond Brick for their project, which must be made with QUIKRETE® Concrete Mix, QUIKRETE® Fast-Setting Concrete Mix, QUIKRETE® Crack Resistant Concrete Mix or QUIKRETE® 5000 Concrete Mix. Homeowners can also elevate the decorative flare of their project by using one of five QUIKRETE® Liquid Cement Colors.

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The top three concrete walkway or patio projects will be awarded \$1,000, \$700 and \$300, respectively. In addition, the grand prize winner will earn the title of “QUIKRETE® Homeowner Expert” and star in several home improvement how-to project videos during 2015. QUIKRETE® and members of the [Home Projects Council](#), a high-regarded panel of home improvement experts, will judge the entries and select the winners. The three “Walk This Way” contest winners will be announced on Nov. 7, 2014.

More information on QUIKRETE® products and projects as well as access to home improvement how-to videos are available at [www.quikrete.com](http://www.quikrete.com), [Facebook](#), [Twitter](#), [Pinterest](#) and [YouTube](#).

### ***The QUIKRETE® Companies***

The QUIKRETE® Companies is the largest manufacturer of packaged concrete and cement mixes in the U.S. and Canada, and an innovative leader in the commercial building and home improvement industries. QUIKRETE® also offers related products through numerous wholly-owned subsidiaries including SPEC MIX®, Pavestone®, Custom Building Products®, Target Technologies®, Daubois® and QPR®. Collectively, QUIKRETE® products are manufactured and distributed from nearly 150 facilities in the U.S., Canada, Puerto Rico and South America, allowing for unsurpassed distribution and product depth. Technical centers across the QUIKRETE® network also ensure that professionals and consumers alike are provided with the most innovative and highest quality products available on the market. For more information on The QUIKRETE® Companies or its products, visit [www.quikrete.com](http://www.quikrete.com) or call (800) 282-5828.

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