

For Immediate Release: December X, 2010
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Contact: Name, Phone, Cell

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INSERT TITLE

CITY, STATE – The Massachusetts Institute of Technology (MIT) today released preliminary research findings that will help set a new standard in life-cycle assessment (LCA) modeling. The studies, which are part of an ongoing research initiative at the MIT Concrete Sustainability Hub, will quantify the cradle-to-grave environmental costs of paving and building materials, and will ultimately result in the most comprehensive LCA model produced to-date.

In response NAME, TITLE of ORGANIZATION, released the following statement:

[insert quote]

MIT is set to release a follow-up study in 2011 that will examine the economic costs to provide the most comprehensive analysis of the total costs of building and paving materials.

MIT is a world-renowned leader in research, education, and higher learning. Established in 2009, [MIT's Concrete Sustainability Hub](#) is a collaborative effort to integrate the best science on concrete and similar materials into industry practices. The MIT Sustainability Hub includes researchers from three schools at MIT: MIT's School of Engineering, MIT's School of Architecture and Planning, and MIT's Sloan School of Management.

To view the study, please visit: <http://web.mit.edu/cshub> or www.WhatAreTheRealCosts.org.

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