



## **SPEC MIX BRICKLAYER 500<sup>®</sup>** PRESS RELEASE

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**DATE: 1/17/09**

**FOR IMMEDIATE RELEASE:**

**FROM: SPEC MIX<sup>®</sup>, Inc.**

**Contact: Jeff Farmakes, 651-905-8109 - for more information regarding this event.**

### **Colorado holds 2008 SPEC MIX BRICKLAYER 500<sup>®</sup> Regional competition.**

DENVER, CO—The 2008 SPEC MIX BRICKLAYER 500<sup>®</sup> Regional competition for the Colorado area was held in Denver, Colorado, on September 27, at the regional SPEC MIX licensee, QUIKRETE Denver. There was an excellent turnout of top masons from the Colorado area to vie for a competition spot in the 2009 SPEC MIX BRICKLAYER 500 National competition held in Las Vegas, Nevada, on February 4, 2009. There they will compete for over a \$100,000 in cash and prizes. It was a warm, sunny Fall day as the masons gathered to compete to be the best to construct a 26 ft. double wythe wall during the hour long time frame.

This year's Regional First Place winner was a tiebreaker result, mason Dale Martinez, JVS Masonry Inc., Commerce City, Colorado, and his tender Darrel Archuletta, with a 456 brick performance. The SPEC MIX TOP CRAFTSMAN award went to the same team in a rare double win. Congratulations to Dale and Darrel on this accomplishment!

Results:

#### **First Place**

Mason- Dale Martinez

Tender- Darrel Archuletta

Contractor- JVS Masonry Inc., Commerce City, Colorado

Brick Count - 456

#### **SPEC MIX TOP CRAFTSMAN**

Mason- Dale Martinez

Tender- Darrel Archuletta

Contractor- JVS Masonry Inc., Commerce City, Colorado

Brick Count – 456

Established to showcase the skill and craftsmanship of masonry, the general description of the competition is as follows: The contest requires all masons to meet the quality standards of the event. They have 60 minutes to complete their 26 foot, double wide brick wall. The competition has four awards, 1st, 2nd, and 3rd place are based on the highest brick count meeting the quality standards. The 4th award, the SPEC MIX TOP CRAFTSMAN® is for the most sellable wall. This award is the second most coveted award at the event, and has the second highest award purse.

For more details about this event go to [www.specmixbricklayer500.com](http://www.specmixbricklayer500.com) This is the web site that will offer a FREE, LIVE webcast connection of the 2009 SPEC MIX BRICKLAYER 500® National while it is being held in Las Vegas. Broadcast coverage will begin one half hour before the start of the competition which will start Wednesday, February 4, 2009, at 11:30 AM PST, 12:30 PM MST, 1:30 PM CST, 2:30 PM EST, and 7:30 PM London time.

**NOTE USE OF TERMS:** Please respect all legal trademarks for trade use. In print, the correct way to refer to the competition event is the 2008 SPEC MIX BRICKLAYER 500® National, case use as shown. The award titles for SPEC MIX TOP CRAFTSMAN®, and SPEC MIX TOUGHEST TENDER®, should be in all caps followed by the word, "award." When writing about our corporation the correct way to write our corporate name is SPEC MIX®, Inc., if referring to our brand the correct way is SPEC MIX® The ® mark should always be used on the 2008 SPEC MIX BRICKLAYER 500®, and SPEC MIX®, Inc., the first time either term is used in body copy and always used when either term is in a headline or sub-headline. If being used for mass media news or editorial use, we ask that the full term be used at least once at the beginning of the article, there after, "event or competition" would be acceptable terms. Please do not cut, rename or edit the legal trademark of the event so as to maintain the legal brand name and its integrity. If you have any questions regarding this event, need images, video footage or logos, contact the name listed below.

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