

**NEWS ITEM:**

# At least one dead as fire torches Quebec seniors' residence

Thursday, January 15, 2009 flames tore through a seniors' home in Saguenay, Que. The damage was so extensive the three-storey building collapsed entirely.

While crews picked through the charred remains of the building, investigators hinted that the fire was likely sparked in the building's electrical room.

Last year, the home passed a fire inspection and yet the flames quickly consumed the building.

A 71-year-old woman is dead and three other people are still unaccounted for. The fire came as Saguenay was still reeling from an apartment fire which killed two people on Jan. 5.

## **THIS ITEM WOULD HAVE READ DIFFERENTLY IF THE BUILDING WERE BUILT OF CONCRETE BLOCK!**

- Block does not burn.
- Block prevents the spread of fire to adjacent dwellings.
- Block greatly reduces the chances of structural collapse.
- Block does not produce toxic gas, smoke or fumes.
- Block can help lower insurance premiums.
- Block costs less to maintain, with no periodic testing or inspection required.
- Block eliminates mold growth.
- Block is competitively priced.
- Block prevents heat loss which makes it energy-efficient.
- Block is quieter.
- Block manages moisture.



**Canadian Concrete Masonry Producers Association**

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## CCMPA - we're breaking new ground.

For four decades, we've worked on behalf of Ontario's concrete masonry producers to build an industry as strong and as enduring as the products it manufactures. Now, as a Canada-wide body with national membership, we're making our industry stronger. Introducing the Canadian Concrete Masonry Producers Association — CCMPA.

Since the 1960s, as the Ontario Concrete Block Association, we've worked to set and maintain standards, establish training, promote research and development and deliver technical and marketing support.

Today, technology and innovation are presenting our industry with great opportunities — and considerable challenges. As CCMPA, we will provide the inclusive representation and strong voice necessary to ensure that we meet those challenges, and that our products remain the building material of choice.

### Mission Statement

To improve the quality of life for people, through the creation and development of timeless and environmentally friendly masonry structures.

### Vision Statement

To become the construction material of choice for all building segments.

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