



1st April 2010

CRH EMPLOYEES 'DIG DEEP FOR SIMON'!

CRH employees take to the streets for Fundraising Day on Saturday 10th April, aiming to raise €157,645 for the Simon Communities of Ireland

Employees of CRH (Cement Roadstone Holdings), the leading building materials company, will be calling on the public to 'Dig Deep' for the Simon Communities of Ireland when they take to the streets on Saturday 10th April in a Fundraising Day for the homelessness charity. CRH employees aim to raise €157,645 on the day, to bring the total amount raised by CRH for Simon this year to €1 million.

'Dig Deep for Simon' is part of the CRH Simon Community Safety Challenge, CRH's corporate social responsibility partnership with the homelessness charity. Under the Challenge, for every accident free quarter achieved at any CRH company location, CRH donates a sum of money to the local Simon Community operating in that region, up to a maximum of €1 million per annum. Last year, the CRH Simon Community Safety Challenge raised €842,355 for the Simon Communities of Ireland but employees are not satisfied that they failed to reach their target of €1 million and will take to the streets and attempt to raise the remaining €157,645 in their spare time.

Fundraising activity will take place in Waterford, Limerick, Naas, Newbridge, Drogheda, Portlaoise, Galway, and Dublin and reflects the strength of the partnership between CRH employees and the Simon Communities at a local level. Like the CRH Simon Safety Challenge, all monies raised from the 'Dig Deep for Simon' day will provide vital funding to help end homelessness in the local region.

Commenting on the fundraising activity, Jim Farrell, CRH Safety Challenge spokesperson said: *"Our partnership with Simon relies on the active participation of our workforce. Every single employee has played a role in the success of this endeavour to date so it is wonderful to see that this project has been taken to another level with the 'Dig Deep for Simon' fundraising day. We wish our employees all the best and we hope that they meet their targets on*

Saturday 10th April. We also look forward to another successful year of working with the Simon Communities of Ireland and helping them to achieve their objective of addressing long term homelessness in Ireland."

According to Patrick Burke of the Simon Communities of Ireland: *"CRH employees have made a real and tangible difference to the lives of the people who are homeless or at risk of homelessness with whom the Simon Communities work with all around Ireland. We greatly appreciate their continued support. The current economic climate means more people than before are at risk of homelessness. As increasing numbers of people are impacted by the recession, it's inevitable that more people will be seeking help. Our partnership with CRH represents a very significant contribution, enabling the Simon Communities to continue working with some of the most vulnerable members of society."*

The companies participating in the Challenge include the building materials providers Roadstone-Wood, Northstone Aerobord, Clogrennane and Premier Periclase as well as Ireland's largest cement producer, Irish Cement Ltd.

ENDS

For more information on CRH please check www.crh.com. For more information on Simon please check www.simon.ie

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About the Simon Communities of Ireland

The *Simon Communities of Ireland* is an affiliation of local Communities in Cork, Dublin, Dundalk, Galway, the Midlands, the Mid West, the North West and the South East. In addition, the National Office performs a coordinating role in terms of campaigning in the areas of housing/homeless policy and the wider poverty and social inclusion agenda; best practice in service delivery and working with people who are homeless; and in the area of full time volunteering promoting excellence and providing accredited training.

The Simon Communities throughout Ireland provide the best possible care, accommodation and support for people experiencing homelessness and those at risk. Together, with people who are homeless, we tackle the root causes, promote innovative responses and urge the government to fulfil their commitments. Simon delivers support and service to between 4,500 and 5,000 individuals and families who experience - or are at risk of - homelessness on an annual basis.