

Lafarge Canada Inc. (Eastern Canada) launches corporate social responsibility platform

TORONTO, Feb. 28, 2014 (Menafn - Canada NewsWire via COMTEX) --Deep Roots - Part of our communities: past, present, and future

Lafarge Canada Inc. (Eastern Canada), Canada's largest provider of solutions to the construction and development industry, announced today the launch of its new corporate social responsibility platform. The new initiative, called Deep Roots - Part of our communities: past, present, and future, supports Lafarge's global Sustainability Ambitions for 2020, will demonstrate and reinforce Lafarge Canada's commitment to giving back to the communities where we live, work, and raise our families.

"Our commitment to building better cities and communities extends beyond our plants, pits, and quarries. We are proud of the social investments we make in the communities we serve and the deep roots we maintain across Eastern Canada," said Bob Cartmel, President and CEO, Lafarge Canada Inc. (Eastern Canada). "Lafarge is dedicated to working with charitable, non-governmental, and community organizations that share our goal to help make a difference in local communities and regions," added Cartmel.

Through Deep Roots, Lafarge Canada Inc. (Eastern Canada) will support projects in one or more of the following four areas: Water, Environment, Sustainable Construction, and the Canadian Forces, Veterans, and their Families. These projects will be supported through direct financial contributions or through in-kind donations of Lafarge building solutions such as cement, concrete, and aggregates.

"We are interested in supporting projects and initiatives that focus on water conservation and protection, the environment, sustainable construction, as well as initiatives that allow for a smoother transition for our men and women in uniform from the battlefields to the workplace," concluded Cartmel.

Lafarge's mission is to contribute to the building of better cities and communities across Canada, through its innovative solutions providing them with more housing and making them more compact, more durable, more beautiful, and better connected.

For more information on Deep Roots and how your organization can apply for funding, please visit: www.buildingbettercities.ca/deeroots

ABOUT LAFARGE CANADA INC.

Lafarge Canada Inc. is Canada's largest provider of solutions to the construction and development industry. With more than 6000 employees across Canada, our mission is to provide construction solutions that build better cities and communities. The cities where Canadians live, work, and raise their families along with the infrastructure that supports their communities such as roads, bridges, transportation links, water, and waste management benefit from the solutions provided by Lafarge.

Through our Sustainability Ambitions for 2020, Lafarge is committed to providing solutions using sustainable manufacturing practices and improving the environment in and around its operations. At locations across Canada, we have worked to reduce carbon dioxide emissions, restore wetlands for native plants and animals, and identify waste materials that can be recycled and used in our operations. More information is available on Lafarge Canada's website: www.buildingbettercities.ca or www.lafarge-na.com

ABOUT THE LAFARGE GROUP

A world leader in building materials, Lafarge employs 65,000 people in 64 countries, and posted sales of 15.8 billion in 2012. As a top-ranking player in its Cement, Aggregates and Concrete businesses, it contributes to the construction of cities around the world, through its innovative solutions providing them with more housing and making them more compact, more durable, more beautiful, and better connected.

With the world's leading building materials research facility, Lafarge places innovation at the heart of its priorities in order to contribute to more sustainable construction and to better serve architectural creativity. Since 2010, the Lafarge Group has been part of the Dow Jones Sustainability World Index, the first global sustainability benchmark in recognition of its sustainable development actions. More information is available on Lafarge's website: www.lafarge.com

SOURCE Lafarge Canada Inc.

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Regan P. Watts Director, Communications and Public Affairs Lafarge Canada Inc.
(Eastern Canada)416-528-2901 orregan.watts@lafarge.com Follow us on Twitter:
[@Lafarge_Canada](https://twitter.com/Lafarge_Canada) Karine Cousineau Manager, Communications and Public Affairs
(Quebec) Lafarge Canada Inc. (Eastern Canada)514-706-4884
orkarine.cousineau@lafarge.com

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