



# NEWS RELEASE

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## **FOR IMMEDIATE RELEASE**

### **BUILDCLEAN™ RESPONDS TO NATURAL STONE TRADE GROUP'S PR CAMPAIGN**

**HOUSTON (JULY 21, 2008)** – BuildClean™ ([www.buildclean.org](http://www.buildclean.org)), a not-for-profit organization, today issued the following statement from its president and co-founder, Sara Speer Selber:

“Recently, the Marble Institute of America (MIA), the trade and advocacy association for the natural stone industry, called for its members to contribute to a special public relations fund to counter what President Jim Hogan termed ‘a major threat to the granite portion of the natural stone industry.’ Hogan further said that the MIA has already invested \$50,000 of unbudgeted funds ‘to stem attempts to scare consumers about granite.’ He goes on to say that he expects the amount to increase significantly.

We understand that this draconian move is being waged against BuildClean™, an organization that was formed in late 2007 to foster research and communication about the health, safety and environmental friendliness of indoor building materials. We are a 501(c)(3) organization and are committed to pursuing activities and information that is in the best interest of consumers, not any particular industry or special interest group.

BuildClean™'s pilot project is to study whether natural stone products installed indoors emanate radon or radiation to determine if appropriate agencies should take these studies further into their own laboratories to ascertain if homeowners or office workers are at risk for exposure. The U.S. Surgeon General issued a national health advisory in 2005 warning that radon causes cancer; it is, in fact, the second leading cause of lung cancer in the United States.

We are incredulous that a large trade association would view a start-up, not-for-profit with such fear and concern. We do not seek to predetermine any findings and will communicate with full transparency what our own studies conclude and seek to publish others' work on our website so that consumers have a place to learn more about indoor building products. We will neither recommend nor endorse any products but will over time populate the site with sources of information and/or certifying organizations with an acknowledged reputation.

Our mission is to ask questions and stimulate scientific and consumer interest in finding answers to a number of questions about the health and safety of the materials we use in our homes and workplaces, and it is our hope that the MIA will join our efforts and consider focusing their financial resources on efforts to ensure that its members' customers have the safest, healthiest products available, rather than on an advertising and public relations campaign to discredit those who are sincerely interested in serving the best interest of consumers and the business community."

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**ABOUT BUILDCLEAN™:**

Founded in 2007, Houston-based BuildClean™ is a 501 (c)(3) pending not-for-profit organization that educates consumers and the building industry about safe, healthy and environmentally friendly materials. The organization supports evidence-based research to determine, identify and communicate the benefits and/or risks associated with indoor building products.

For more information about BuildClean™, visit [www.buildclean.org](http://www.buildclean.org) or contact [info@buildclean.org](mailto:info@buildclean.org) or 713.533.4509.

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