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## **METALCON International's Giving Back Program To Mark 20 Years of Supporting Local Initiatives**

**October 23, 2013, Newton MA** - When METALCON International was held in Atlanta this year it showed an international audience the newest ways to use metal in construction. It also helped raised awareness and funds for the Atlanta-based It's The Journey, Inc., a charitable organization and producer of the Atlanta 2-Day Walk for Breast Cancer.

METALCON is the only annual event for metal construction products, technologies, and solutions. The 23<sup>rd</sup> METALCON was held October 1-3, 2013 at the Georgia World Congress Center, Atlanta. Since its Giving Back Program began in 1994, this international event has proudly met the goal of donating goods, services, and/or funds to non-profit organizations and worthy causes serving local host communities. Past recipients of its generous efforts also included national groups that help locally, such as "Homes for Our Troops" an organization that provides new accessible homes for disabled veterans and their families nationwide.

This year's support for It's The Journey, Inc. took a very active role with a five-person team of METALCON walkers called the Metal Magnolias raising funds and walking a total of 90 miles in the Atlanta 2-Day Walk for Breast Cancer held October 5-6.

"It was a fabulous journey for everyone. Those of us who walked had encouragement and financial support from families, friends and members of our industry. We had a lot of fun gathering donations from the generous people who attended, exhibited and worked at the show. It's such a wonderful feeling to be part of something that helps so many women – and men – and their families," said Claire Kilcoyne, METALCON Show Director.

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METALCON donated \$16,050 to the walk, which has raised more than \$800,000 so far, and is accepting donations through November. The walk had 811 registered walkers, 71 Survivor Victory Lap participants, 200 crew members and more than 100 volunteers. Donations can be made to the Metal Magnolias team or the Journey organization through the end of November at [www.2daywalk.org](http://www.2daywalk.org).

Kimberly Goff, Executive Director of It's The Journey, Inc., helped cut the ribbon at METALCON's opening day ceremony and actively generated awareness at the show. "We are so very appreciative of METALCON's support and especially Claire's efforts. We have never had an out-of-state organization choose to support our local group in such a strong fashion. It was an incredible, new opportunity to reach out to a whole different group, especially the men involved with METALCON," said Goff.

Goff noted statistics that show nearly 2,300 men in the United States will be diagnosed with breast cancer this year. Since men tend to delay going to the doctor, their breast cancer is often diagnosed at a later stage and requires more treatment.

Each year METALCON draws designers, builders, developers, contractors, fabricators, and suppliers from more than 52 countries. Experts from nearly 300 companies exhibit the latest products and technology and share their knowledge with attendees, while industry specialists present key topics in the education program.

Specialists from the Metal Construction Association and other industry related associations present the latest applications and field techniques in daily demonstrations in the exhibit hall in a special area called Metal in Action. This interactive learning center combines Solar Bay Live, MCA'S Residential and Commercial Roofing Demos, and Tools Demos. Solar Bay Live offers presentations of techniques used to install solar and metal combinations. In the tools demos participants can test the latest tools for use with metal.

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As it moves forward to finalize plans for the 2014 show to be held October 1-3 at the Denver Convention Center, the METALCON team is looking forward to working with a Denver-area organization and to marking the 20<sup>th</sup> year of METALCON's Giving Back Program.

METALCON is produced by Newton, MA-based PSMJ Resources, Inc. and sponsored by the Metal Construction Association. MCA is an organization of leading manufacturers and suppliers headquartered in Chicago, IL. PSMJ is the world's leading authority on the effective management of architecture, engineering and construction firms.

For general information about METALCON, visit [www.metalcon.com](http://www.metalcon.com) or call PSMJ Resources, Inc. /METALCON at 800-537-7765.

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