



**FOR IMMEDIATE RELEASE**

Primary Contact Information: Antwann Yocum  
800-414-4661, [antwann.yocum@generalshale.com](mailto:antwann.yocum@generalshale.com)

March 3, 2022

Media Contact Information: Luke Guinn  
800-414-4661, [luke.guinn@generalshale.com](mailto:luke.guinn@generalshale.com)

## **General Shale Partners with Rhea County Schools to Plant American Chestnut Trees**

**SPRING CITY, Tenn.** – In partnership with Rhea County High School and the Coal Creek Watershed Foundation, General Shale is pleased to join in planting blight-resistant American Chestnut hybrids at its Spring City, Tennessee, location.

“The American Chestnut tree is a picture of the American spirit of perseverance,” said Antwann Yocum, sustainability manager for General Shale. “Once a tree that blanketed our region, the American Chestnut supported generations from cradle to grave. We are thrilled that a new generation will now be able to enjoy and benefit from our sustainability efforts.”

Twenty-six trees will be planted at the Spring City location’s mining site on Friday, March 4, at 9:30 a.m. with the assistance of Rhea County High School students. The trees are provided by the Coal Creek Watershed Foundation, whose mission is to reclaim mine sites and properties through tree planting while educating tomorrow’s leaders.

General Shale’s business has long been predicated on manufacturing sustainable building materials.

“General Shale has always been a model for sustainability and environmental stewardship,” Yocum said. “Today as the industry leader, we are doubling our efforts to design and map pragmatic measures with a high biodiversity impact.”

-end-

### **ABOUT GENERAL SHALE**

Founded in 1928, General Shale is the North American subsidiary of Wienerberger AG of Vienna, Austria, an international provider of building material and infrastructure solutions. General Shale is North America’s largest brick, stone and concrete block manufacturer, featuring 28 production facilities in 17 states and provinces, including a PVC pipe manufacturing operation in Siloam Springs, Arkansas. General Shale also has a network of 40 sales locations and more than 200 affiliated distributors across North America. For more information about General Shale and its family of products, visit [www.generalshale.com](http://www.generalshale.com).