



Cave-In-Rock  
School Block Party  
March 23, 2007

Cave-In-Rock Quarry participated in a school “Block Party” in March. Businesses and other agencies set up tables that contained demonstrations or other information about the



products or services they each offer.

This was a great way for Lafarge to introduce itself to the community.

Lafarge's display consisted of a photo board to help explain the operational processes and recent improvements, samples of product, periodic showings of the "Rockman" video, "if the earth was an apple" demonstration on envi-

ronmental stewardship, brochures about the quarry and many, many promotional items such as hats, cups, stress rocks, coloring books, etc.



Lafarge's Cathy and Randall manning the display.