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General Shale to Hold Regional Qualifying Event for World's Best Bricklayer Competition

JOHNSON CITY, Tenn. — The region's top masons will compete for a shot to earn the title of "World's Best Bricklayer" during a qualifying competition on Saturday, Aug. 15, at General Shale's Piney Flats, Tennessee, location.

General Shale will sponsor the East Tennessee SPEC MIX BRICKLAYER 500® Regional Competition, where two-person masonry teams — each consisting of a bricklayer and a mason tender — will take up their trowels and compete for the title of "East Tennessee's Best Bricklayer." The winner will earn a free trip to the World Championship event in Las Vegas, Nevada, in 2016.

Headquartered in Johnson City, Tennessee, General Shale is the North American subsidiary of Wienerberger AG and a leading manufacturer of brick, one of the world's oldest green building materials.

The East Tennessee regional event will take place at 10 a.m. at General Shale, 909 Mountain View Drive in Piney Flats. Prizes will be awarded to the first-, second- and third-place winners, including the SPEC MIX TOP CRAFTSMAN® for the "most sellable" wall.

In addition to watching the battle for the title, spectators will have the opportunity to enjoy food, games, giveaways, cash prizes and more.

Since 2003, the best bricklayer in North America has been determined at the annual world championship competition. First-place winners from 20 regional competitions, to be held from August through November at locations throughout the United States and Canada, will put their skill, speed and stamina to the test on Feb. 3, 2016, in Las Vegas as they compete for cash and prizes valued at more than \$100,000.

Fred Campbell of Greeneville, Tennessee, who won last year's East Tennessee Regional Competition, went on to become the 2015 World Champion. Campbell has won the competition twice in the last three years.

“Last year’s event in Piney Flats featured the eventual world champion, so we know this year’s competition will once again showcase some of the country’s most skilled masons,” says Charles Smith, president and CEO of General Shale. “We are proud to sponsor this local qualifying event for what is recognized as the largest and most lucrative masonry competition in the world.”

To sign up for the regional competition at General Shale, contact Ryan Coyne at 404-702-5944 or at rcoyne@quikrete.com, or visit www.specmixbricklayer500.com.

ABOUT GENERAL SHALE

General Shale is one of North America’s largest brick, stone and concrete block manufacturers, supplying a wide variety of masonry materials for residential, commercial and specialty architectural projects. These materials include brick, thin veneers, stone, outdoor living kits, concrete block and various building materials, which include Arriscraft® Stone Products. The company offers an endless array of sizes, colors and textures to complete any building project. With a life cycle of more than 100 years, the sustainability of brick is the company’s commitment to responsible stewardship.

Throughout the U.S. and Canada, General Shale operates manufacturing facilities in nine states and provinces, in addition to a network of more than 40 retail showrooms and over 300 affiliated distributors across North America. In 1999, General Shale grew even stronger when it joined Wienerberger AG of Vienna, Austria, the world’s largest brick manufacturer.

General Shale was founded in 1928 and is headquartered in Johnson City, Tennessee. For more information, visit www.generalshale.com.