



Asphalt Day Messaging

a. Purpose

Asphalt Day was created to celebrate the many economical and effective uses of liquid asphalt in roofing and paving. The Asphalt Institute introduced this annual observation in celebration of the members of their century-old trade association and the industry across the globe. Most people encounter asphalt each day, whether it is the roof over their heads or in the roadway, runway or walking path under their feet.

b. History

The members of the Asphalt Institute voted in 2023 to officially sponsor Asphalt Day annually. Their intention is that this global celebration includes the paving and roofing industry. May 15 was chosen to commemorate the founding of the Asphalt Institute in 1919.

Studies show 94 percent of all U.S. roads are paved with asphalt and 80 percent of U.S. residential roofs are covered with asphalt roofing shingles. This day is designed to increase awareness of asphalt roofing and paving products while demonstrating their resiliency and growing sustainability.

c. Why is Asphalt Important

Hundreds of thousands of people work in liquid asphalt refining, paving construction, roofing manufacturing, engineering and other related industries around the world. The Asphalt Institute wants to make May 15 a day for these people to celebrate their industry and its important place in global infrastructure, transportation and housing.

As asphalt usage progresses, there will be a particular focus on sustainability. Companies are reducing their environmental impact and recycling more pavement materials and roofing shingles. Roads and roofs are being designed to last longer. With new technology, the average life of improved asphalt roads is 50 years and better-designed asphalt roofs can last 30 years or more.

d. Five Facts about Asphalt

- i. The most recycled material
Asphalt pavement is the most recycled product in the U.S. Millions of tons of asphalt pavement materials are reused each year to pave new and existing roads.
- ii. Most U.S. roads are paved with asphalt
Studies show that 94% of all roads in the U.S. are paved with asphalt, making it by far the road material of choice.
- iii. Most U.S. residential roofs are covered in asphalt
Asphalt roof shingles are very popular. Studies show that 80% of all U.S. homeowners have an asphalt roof protecting their investment.
- iv. Asphalt roads last longer
The construction concept of three-layer, flexible asphalt pavement designs results in asphalt roads lasting as long as 50 years before needing total replacement.
- v. Asphalt roads and roofs are designed to weather storms
Asphalt roads and roofs are designed for changing climate conditions, and both can be rapidly repaired after damage from a weather event or natural disaster.

e. Asphalt Day FAQ

- i. Where does asphalt come from?

Asphalt can still be found in its natural state in asphalt lakes and in rock asphalt. These days most asphalt is processed from petroleum. Refineries separate the liquid, and the heaviest part of petroleum is asphalt.

- ii. What is asphalt used for?

Asphalt is used for roadways, parking lots, airport runways, driveways, athletic tracks, bike paths, commercial roofing, residential roofing, waterproofing ponds and reservoirs, soil retention and much more.

- iii. What are the benefits of asphalt paving?

Some of the advantages of paving roads with asphalt are that it is more cost efficient to construct and maintain, it is quicker to install and repair, the roads are much smoother and asphalt is highly recyclable.