For Immediate Release / (DATE)

**Media Release**

**Asphalt Day celebrated worldwide**

*Global holiday celebrating the asphalt industry*

(ADD COMPANY) is celebrating Asphalt Day on May 15, to increase awareness of the versatility of asphalt roofing and paving products while demonstrating the resiliency and growing sustainability of asphalt.

“We want to celebrate Asphalt Day each year because most of the world interacts with asphalt every day through roadways, walking paths, residential roofs, airport runways and commercial roofing systems,” said Asphalt Institute President Reed Ryan.

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.

“Quote from (ADD COMPANY) leader.”

Two or three sentences about the details of (ADD COMPANY) specific plans for honoring or celebrating Asphalt Day in 2025.

Asphalt’s resiliency shows through the product’s responsiveness to climatic conditions and natural disasters. Asphalt repairs roadways quickly after natural disasters and damage from weather-related events. Pavement designers use asphalt to better construct roads to withstand higher temperatures, snow, ice and extreme weather.

Asphalt shingles provide the most protection for homes and the people inside when it comes to extreme weather conditions. Advancing technology is helping to make asphalt roofs even more impenetrable.

Asphalt road materials are recycled more than aluminum cans and newspapers in the U.S. The benefits of asphalt being the most recycled product in the U.S. include the environmental effects and the progression toward a more circular economy. The industry is committed to producing and constructing net zero carbon emission asphalt pavements in 25 years.

Learn more about the May 15 celebrations at [asphaltday.com](http://asphaltday.com/) and
[nationaltoday.com/asphalt-day](http://nationaltoday.com/asphalt-day)/.

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Contact information (ADD COMPANY)
Name, Title

Email, Phone Number