



For immediate release:

Millionth Visitor “Cements” Success of Blockstrong.com

-- Interactive Website Provides a Key Resource for Florida Homebuyers --

ORLANDO, Fla. (January 21, 2021) – Block Strong’s efforts to “build” awareness of the benefits of concrete block construction in Florida single and multifamily homes achieved a major milestone as BlockStrong.com recently surpassed 1 million visitors in one year. The consumer-oriented site averages more than 75,000 visitors per month.

Block Strong’s primary mission is to help consumers, construction professionals and designers, and developers understand the vital link between quality building materials and the health and safety of the people living in the homes and structures they design and build. The awareness promotion is a partnership between the Florida Concrete & Products Association and the Florida Concrete Masonry Education Council.

“The volume of visitors to BlockStrong.com demonstrates the importance potential homebuyers are placing on using high-quality building materials for their new homes,” said Matt Sitter, president, Florida Concrete & Products Association. “It also serves as a great resource for consumers as they navigate the home-buying journey.”

BlockStrong.com’s extensive list of features helps homebuyers discover the benefits of concrete block construction including the material’s energy efficiency, resistance to fire, storms, termites, mold and mildew. The site’s interactive storm tracker feature provides real time radar imagery which is especially beneficial during Florida’s unpredictable rainy season. Mortgage and mold mitigation calculators allow visitors to customize their search to their specific buying journey.

“Through BlockStrong.com, consumers have seen the benefits, value, and beauty of a concrete block home,” said Jim Painter, executive director, Florida Concrete Masonry Education Council. “Also, multifamily dwelling developers are leveraging the site to help make sound investment decisions for their apartment building projects.”



BlockStrong.com offers resources tailored for multifamily professionals and even helps dispel the myth that apartment complexes cannot be constructed in a timely fashion using concrete. A deep-dive comparison of building materials (concrete, wood and steel) and a feature on the importance of noise reduction (excessive noise is one of the top three issues with renters) highlight the sections' content.

Orlando-based creative agency Bright Rain Collaborative developed Block Strong in partnership with the FC&PA.

About Block Strong

Block Strong is a partnership between Florida Concrete & Products Association, Inc. and Florida Concrete Masonry Education Council, Inc. The awareness program's primary mission is to help consumers, construction professionals and designers understand the vital link between quality building materials and the health and safety of those people living in the homes and structures that they design and build. Block Strong also serves as an information source for aiding prospective homebuyers as they go through the various steps of the home-buying journey.

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