



NEWS RELEASE

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FAMILY-FRIENDLY SETTING AT '09 DEMOLITION CONVENTION LEADS TO DEEP DISCOUNT FOR CHILDREN'S REGISTRATION

DOYLESTOWN, PA, February 2, 2009 – The [National Demolition Association](http://www.demolitionassociation.com), the leading trade organization for the global demolition industry, is counting on the family-friendly setting of Walt Disney World Resort and deeply discounted registration fees for children to lure a record number of industry professionals and their families to its 36th Annual Convention April 4-8.

“What better place is there for families than Walt Disney World and the beautiful four-star Walt Disney Swan and Dolphin Resort[®], located right in the middle of all the excitement?” said Michael R. Taylor, CAE, executive director of the National Demolition Association. “We know that things are getting tough for everyone, which is why decided to knock down the registration fee for children 6 to 17 years of age to just \$99. Children below 6 come free.”

Included in the specially priced children's package is the spectacular Monday Night Theme Party, this year hosted by Disney characters with music, lights, great food, magicians, face painting, and special autograph and photograph opportunities with the beloved characters. Also covered by the \$99 fee are meals at the convention and other special events.

For the grownups attending the convention itself, which is the world's largest exposition of demolition products and services, the convention will offer delegates a Sunday evening cocktail reception, a Monday afternoon keynote speech by Frank Addeman, vice president on Walt Disney Imagineering, and special breakout sessions on a variety of hot industry topics on Tuesday and Wednesday, as well as an exposition at the hotel's convention center. The event is open to all industry professionals.

Educational sessions will cover topics that include the emergency response following the collapse of the I-35 bridge in the Twin Cities in 2007 and the explosion at the BP Texas City refinery in 2005; what demolition contractors need to know about the U.S. Green Building Council's LEED program; and how businesses can plan for succession planning.

Exhibit space is still available and can be arranged by contacting the Association at info@demolitionassociation.com or at 800-541-2412. Individuals interested in registering for the convention for themselves and their families should contact the Association in the same way.

The National Demolition Association is a non-profit trade organization representing more than 1,100 U.S. and Canadian companies and many international firms that are involved in the demolition process. Membership includes demolition contractors, general contractors, civil engineering firms, and recycling, landfill, and salvage operations. The Association's efforts help members stay abreast of environmental, regulatory and safety matters, keep regulators informed about issues facing the industry, increase public and industry awareness, and provide members with networking opportunities and information on the latest technical advances in equipment and services. The website is www.demolitionassociation.com.

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