



“Explore the World of Minerals”

Pargas - Lime producer Nordkalk opened its doors to the public at the Pargas quarry on 14 May 2011.

The program consisted of sight-seeing tours down to the quarry by bus, introduction of Nordkalk’s activities and products, as well as information about the versatile uses of limestone in our everyday lives.

On the first day, the company welcomed students and journalists. A nice breakfast was served with the help of which the importance of lime in our everyday life was easy to describe.



On the second day it was open house to the public with bus tours down to the quarry, “breakfast table”, museum tours, presenting Nordkalk, presenting a tool for grey water purification at summer cottages and saunas, competition about the weight of a dumper truck’s lime load, coffee and sweet bread, and balloons for children.

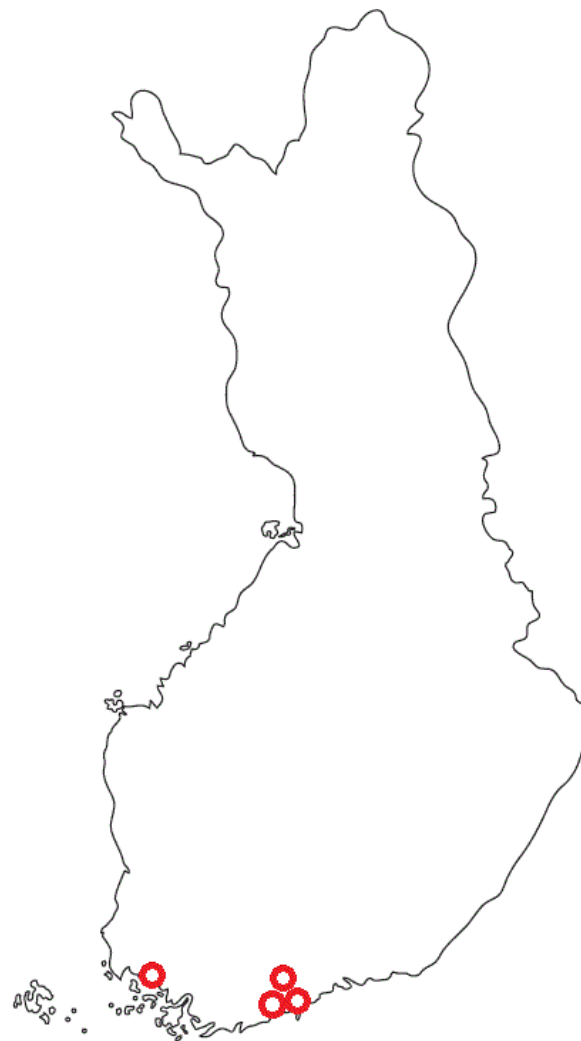


Under the banner “Playsand for children and youngsters”, and at the occasion of European Minerals Day, the aggregates companies, members of Infra Contractors Association, donate aggregates to the local towns for the benefit of the local communities.

Espoo - Lemminkäinen Infra Oy donated playsand to the city of Espoo.

Helsinki - Rudus Oy donated playsand to the city of Helsinki.

Vantaa - NCC Roads Oy donated playsand to the city of Vantaa.



The European Minerals Day 2011 welcomed more than 30.000 visitors to more than 200 events at 180 sites in 32 countries.

Overview of Finnish events

Total visitors: 700

Open door days: 1

School/children’s projects: 3

Themes: importance of minerals in everyday life

Partners: The city of Västaboland, Industrial museum, Geological museum

Number of articles: 6

Web publications: 1

The European Minerals Day has been launched in 2007 as a biennial awareness raising and educational event. It aims to increase public understanding of the importance of minerals in daily life and promote biodiversity conservation and enhancement.

Participating companies organise events for their local communities - such as school projects or open days - while their European trade associations ensure the coordination, support and visibility at European level: IMA-Europe in partnership with CEMBU-REAU and UEPG.

With the support of the European Commission, Members of European Parliament, EMCEF (trade union), EuroGeoSurveys, European Minerals Foundation, ELO, Association of Geologists, IUCN

www.mineralsday.eu