



NEWS RELEASE

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EIMA Tweets its Way into Social Media

Falls Church, Va., April 10, 2012— The EIFS Industry Members Association (EIMA) has announced the launch of accounts on Facebook and Twitter to keep interested parties more informed about information within the exterior insulation and finish systems (EIFS) industry and EIMA members.

“Recently the EIMA.com website was completely renovated and today I’m proud to say we have launched more sites where you can find the latest news with EIMA” says David Johnston, executive director of EIMA. “Expect to see a range of tweets, posts, and articles shared about our membership, the industry, and EIMA in general. I’m very happy that we have another avenue to provide up to date information to all those following the recent advancements in EIFS.”

Additional venues for gaining knowledge and information about the advancements in EIFS and EIMA are in the works and will go live later this spring. The Facebook and Twitter accounts are now live, both in advance of the 2012 EIMA Annual Meeting, which will be held in Charlotte, North Carolina from April 16th-17th.

Founded in 1981, the EIFS Industry Members Association (EIMA) is a national non-profit technical trade association comprised of leading manufacturers, suppliers, distributors and applicators involved in the exterior insulation and finish systems (EIFS) industry. For additional information please visit www.EIMA.com.



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