



Styrene Information and Research Center (SIRC)

www.styrene.org

FOR IMMEDIATE RELEASE

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**NEW SIRC WEBSITE TELLS FULL STORY OF
STYRENE AND STYRENE-BASED PRODUCTS**

ARLINGTON, Va., Nov. 3, 2011 – The Styrene Information and Research Center has launched a new website – www.YouKnowStyrene.org – to serve as a reliable, one-stop source of information on styrene and styrene-based products for consumers, educators, the media, industry employees and communities.

Through a reader-friendly format, key sections of YouKnowStyrene.org cover:

- “The Styrene You Know,” which provides an overview, and describes styrene uses, benefits and properties;
- “Health and Safety” aspects for consumers, communities and workers;
- “Green Styrene,” which describes styrene-based products that are essential to renewable energy, safety and recreation, and addresses recycling and other sustainability aspects, and
- Styrene’s impact on jobs and the economy.

The homepage features colorful, revolving images of styrene-based product uses, including ballistic panels for military vehicles and buildings, bike helmets and other safety products for children, and Hollywood movie sets. Each sub-page also tells an illustrated short story of little-known styrene facts. Did you know, for example, that when you taste a cinnamon bun or strawberry shortcake, you are enjoying the sweetness of naturally occurring styrene, or that you can experience Stonehenge in southwestern Virginia, where you will find “Foamhenge,” fabricated from polystyrene?

“Those are just two of 14 fascinating tales that, along with the entire website, help tell the whole story about styrene and styrene-based products, which in many respects has been missing until now,” said SIRC Executive Director Jack Snyder. “Our goal was to make YouKnowStyrene.org a place where everyone can go to get the facts, presented in an interesting and user-friendly manner. We hope we have achieved our goal, and we welcome any feedback.”

YouKnowStyrene.org is a companion to SIRC's original website, www.styrene.org, which is designed more for regulatory and technical audiences.

Arlington, Va.-based SIRC is the principal trade association for the North American styrene industry, with its mission being the collection, development, analysis and communication of pertinent information on styrene. SIRC members represent some 95 percent of North America's styrene production capacity.

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(The Styrene Information and Research Center is located at 1655 N. Fort Myer Drive, Suite 700, Arlington, VA 22209; 703-351-3308.)