



For Immediate Release

Contact: Ian Faight
ifaight@push7agency.com
412.745.7777

New Video Showcases the Beauty, Durability, and Versatility of Southern Cypress

PITTSBURGH, September 4, 2018 – The Southern Cypress Manufacturers Association (SCMA) debuted a new [video](#), titled *Discovering Southern Cypress: The Natural Choice*.

Available for viewing on YouTube and Vimeo, the short video takes viewers on a visual journey to explore how cypress' breathtaking beauty, exceptional durability, and unique versatility can be used to enhance homes and offices from the coast to the mountains and everywhere in between.

Mark Tuck, SCMA president, said, "The association came together to produce this video as an educational tool to promote how cypress is being used in today's homes and offices.

"Wood has been an essential building material for centuries; it's stood the test of time. And even as design trends change over the years, cypress is proving to be a complementary fit in any architectural style and in creative ways—indoors and out. With cypress, the possibilities really are endless."

To view *Discovering Southern Cypress: The Natural Choice* and learn more about building with cypress, visit www.CypressInfo.org.

About the Southern Cypress Manufacturers Association

The Southern Cypress Manufacturers Association is a non-profit organization dedicated to the promotion of cypress building products to trade professionals and consumers. For more information on the SCMA, visit www.CypressInfo.org.

###

Editor's Note: Photos available upon request

New Video Showcases the Beauty, Durability, and Versatility of Southern Cypress

PITTSBURGH, September 4, 2018 – The Southern Cypress Manufacturers Association (SCMA) debuted a new [video](#), titled *Discovering Southern Cypress: The Natural Choice*.



Editor's Note: Photos are available upon request.

Contact: Ian Faight
ifaight@push7agency.com
412.745.7777