



**Cedar Shake &  
Shingle Bureau**

P.O. Box 1178, Sumas, WA, USA 98295-1178

Tel: 604-820-7700 Fax: 604-820-0266 [www.cedarbureau.org](http://www.cedarbureau.org)

## **PRESS RELEASE**

### **Cedar Shake and Shingle Bureau Announces 100<sup>th</sup> Anniversary History Book**

#### **FOR IMMEDIATE RELEASE**

[Mission, BC and Sumas, WA] **November 27, 2014**

The Cedar Shake and Shingle Bureau (“CSSB”) is pleased to announce that its 100<sup>th</sup> Anniversary History Book will be published and available for purchase in December 2014. Covering a century of historical events, this book is an entertaining read, accompanied by a significant number of photos. Chapters include topics such as industry pioneers’ accomplishments, quality control initiatives, work conducted during World War I and II, plus extensive marketing campaigns. The book contains information about the CSSB’s lost Hollywood film starring two famous silent movie actors, Annabelle the Certigrade® Cow, plus shows color reproductions of actual ads from the 1930s to today.

Chairman Len Taylor III stated that “...Extensive research has gone into the CSSB’s 100<sup>th</sup> Anniversary History Book. Numerous industry stakeholders gave generously of their time to be interviewed for this publication and their stories are shared in an easy-to-read, engaging manner. Many regional museums and archives were also consulted and the result is a comprehensive look back at our industry’s accomplishments, extensive archives and future plans.” Written by CSSB Director of Operations, Lynne Christensen, MBA, CAE, “**Celebrating 100 Years 1915-2015: A History of the Cedar Shake and Shingle Bureau**” is hardcover bound, and runs 240 pages. This book would suit anyone interested in the shake and shingle industry, forest industry or history of the Pacific Northwest and British Columbia areas. The CSSB has copies available for sale to the public for \$35.00 USD plus shipping and handling. High resolution images of the author and book cover are available upon request.

Founded in 1915, the CSSB represents top quality Certi-label™ cedar shakes and shingles, offering its manufacturer and affiliate members extensive quality control, technical and marketing services. Author Lynne Christensen is an award-winning writer with numerous published articles, scripts, newsletters and technical publications. She has worked in the cedar shake and shingle industry since 1994, serving as the CSSB’s Director of Operations since 2002 and starting as CSSB Marketing Manager in 1998.

**CONTACTS:** CSSB History Book Department

Tel: 604-820-7700

Canada: 2-7101 Horne St, Mission, BC V2V 7A2

US: PO Box 1178, Sumas, WA 98295

Book Sales: Riva Bertram, Michelle Foucher and Kathy Milne: [marketing@cedarbureau.com](mailto:marketing@cedarbureau.com)

Author Interviews: Lynne Christensen: [lynne@cedarbureau.com](mailto:lynne@cedarbureau.com)

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