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## PRESS RELEASE

### WCO celebrates International Corrosion Awareness Day 2010 on April 24, 2010

The World Corrosion Organization designated April 24, 2010 as the inaugural Corrosion Awareness Day. Corrosion Awareness Day is designed to highlight the estimated \$2.2 trillion annual cost of corrosion worldwide (3 to 4 % of GDP of industrialized countries) reflecting in part many decision-makers in industry and government not fully understanding the consequences of corrosion and how critical it is to control it. However, the potential to reduce that cost by \$660 billion annually through appropriate application of existing corrosion abatement technologies is readily achievable through access to and use of highly experienced corrosion professionals, harmonized standards and education and training, all underpinned by promoting generally greater corrosion awareness. These figures do not include indirect costs such as injury or death of personnel, damage to the environment resulting from leakage of toxic materials, loss of production and unscheduled maintenance downtime.

**Corrosion Awareness Day builds upon Earth Day, April 22, as it highlights the damage to the environment, and impact on people, and waste of resources, such as water, resulting from corrosion of pipelines, treatment facilities, and process industry equipment. Corrosion is a primary cause of recent bridge collapses, deterioration of roads, piers and transportation equipment such as automobiles and aircraft. Corrosion is one of the key limiting factors of the world's critical infrastructure.**

When incorporated in the design of bridges, pipelines and other infrastructures, today's corrosion abatement technologies are capable of significantly extending the safe service life of those structures. The same is true for corrosion abatement technologies incorporated in the repair of such structures.

A first Corrosion Awareness Day as a predecessor to the International Corrosion Awareness Day introduced by WCO in 2010 had already been organised in 2009 in Dharan by the WCO member Saudi Council of Engineers where an information booth with several interactive displays on the impact of corrosion on daily life in a major shopping mall attracted a large public.

In 2010 a number of further activities have been organised worldwide on occasion of the International Corrosion Awareness Day. Curtin University in Australia in collaboration with the Australasian Corrosion Association set up a joint webinar-type workshop with Akron University and NACE International in the USA with a two-way video link-up to provide a forum to discuss ideas and strategies to combat corrosion with leading experts in the field. The SCE in Beer-Sheva, Israel organised a special one-day seminar on this occasion and the same type of activity with a poster show and an article in the local press took place at Aalen University of Applied Science in Germany. The International Corrosion Awareness Day was also addressed on April

24 in a radio show of MDR, one of largest broadcasting stations in Germany, with an interview of WCO's Past President Michael Schütze. In China the Chinese Society for Corrosion and Protection organized a number of seminars and started an advertisement campaign on the same occasion. NACE Pakistan celebrated the International Corrosion Awareness Day by a special event. The European Federation of Corrosion issued a President's letter which can be viewed on the EFC webpage under [www.efcweb.org](http://www.efcweb.org).

All these activities represent a starting point following the introduction of the International Corrosion Awareness Day by WCO in 2010. A growing number of corrosion societies worldwide have indicated their plans to join the International Corrosion Awareness Day next year celebrated through their own activities. This initiative significantly helps to promote one of the major goals of WCO, i.e. to increase awareness of all issues of corrosion in industry, public and politics. Recently, WCO published a White Paper which describes the impact of corrosion on all areas of daily life in an illustrative form. This paper can be viewed on the WCO web page under [www.corrosion.org](http://www.corrosion.org) or received as a printed version from the WCO office in New York.

- 30 -

For additional information, see our website at <http://www.corrosion.org> or contact George Hays, Director General, World Corrosion Organization at [WCO@corrosion.org](mailto:WCO@corrosion.org), by FAX at +1.973.539.5933 or phone at +1.973.769.1445.