



Now Available: The New Award-Winning DVD Version of the Miracle Mineral Video



The Gypsum Association is pleased to announce the release of its recently updated video, **the Miracle Mineral**. This informational video shows the viewer several of the countless uses of gypsum, its mining and processing into finished products, and its many features and benefits as a building product – particularly its fire resistant and sound attenuating properties. Anyone evaluating different building materials or anyone curious about how gypsum begins as a mineral and is processed into a building material will find this video both entertaining and informative.

The **Mineral Miracle** VHS video was originally released in 1993. The 15-minute long 2008 DVD version updates and replaces much of the video footage used in the original version, contains an entirely new audio track, and presents all new graphics. Archival footage of a post-war gypsum board production line and a full-scale fire test have been kept to illustrate gypsum board's long-standing record as an economical and fire-resistant building material.

Prior to its 2008 release, the **Miracle Mineral** was submitted to the Association of Marketing and Communication Professionals for consideration in the Instructional category of the Videographer Awards and received a 2008 Videographer Award of Distinction.

The **Miracle Mineral** DVD can be ordered using this form for \$19.95.

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Note: This is price good for a limited time only; the price is subject to change without prior notice.