



Reputation is Everything

Contact: Emily Bridges, echoate@choateco.com, 678-892-1224

FOR IMMEDIATE RELEASE

Choate Construction Announces “OneLife” Safety Identity

Atlanta, GA (December 9, 2015) – Choate Construction Company announces “OneLife,” a new visual identity under the Choate Construction brand that represents the company’s unwavering commitment to worker safety.



The OneLife identity is designed to positively engage everyone that it encounters and challenge them to make safe decisions for their life, their family, and their legacy. The OneLife logo will be on all Choate safety and personal protective equipment (PPE), site signage, and other collateral with the intent of giving a face to the personal choices that workers must make each day to return home safely to their loved ones.

According to OSHA, nearly 6.5 million people work at approximately 252,000 construction sites across the nation on any given day. Last year, the Bureau of Labor and Statistics reported 796 construction workers died on the job. By this simple math, there are two work-related deaths every day on construction sites.

“Choate Construction Company represents thousands of families that depend on their loved ones returning home safely each day,” says Millard Choate, President of Choate Construction. “It’s a monumental responsibility we take very seriously. With this in mind, we are excited to introduce **OneLife**. Our hope is that the OneLife identity acts as a constant reminder for workers to be engaged and committed to working safely. Unlike priorities that constantly change, our commitment to safety is a value and we are very excited about the possibilities this brings to everyone Choate touches.”

Choate Construction has seven full-time safety professionals on staff and has been the recipient of multiple safety awards, such as multiple Gold STEP (Safety Training & Evaluation Process) Awards from the Association of Builders and Contractors, Presidential Award for Safety Excellence from the Carolinas Association of General Contractors, Certificate of Safety Achievement from the North Carolina Department of Labor, and an Excellence in Safety award from ENR Southeast magazine.

Choate Chief Operating Officer Mike Hampton exclaims, “OneLife is about everyone going home at the end of each day. It’s as simple as that.”

###

Choate Construction Company

As one of the largest general contractors in the Southeast, Choate Construction Company considers its

Reputation as its number one asset, with future success founded upon the strength of its client relationships. Choate Construction excels in both base and interior construction with office locations in Atlanta, Charleston, Charlotte, Raleigh, and Savannah. Choate strives to lead the industry in financially viable, functional solutions and continually invests in the tools to do so, promoting advances in Safety, Building Information Modeling (BIM) software, LEED® Rating system, and Risk Mitigation. Please visit www.choateco.com for more information.