

Green Is Good

PROJECT EVERGREEN SEEKS TO EDUCATE
CONSUMERS ABOUT HEALTHY LANDSCAPES,
SUCH AS GOLF COURSES

By Laura Frey

As the activist threats increase and threaten to decrease the green spaces, protecting the industry has become increasingly important. That's why a committed group of green industry professionals created the organization called Project EverGreen, which plans to educate consumers about the many benefits of healthy landscapes and green spaces.

The 1-year-old group is the first organization to make a concerted effort to reach and educate consumers about green spaces and is made up of an alliance of a dozen end-user associations (including the Golf Course Superintendents Association of America), suppliers, distributors, media companies and other organizations. The organization is in the midst of raising \$1 million, which would allow the group to kick-off a national consumer marketing campaign.

The campaign will feature grassroots tactics including the development of messages and educational materials for green industry companies, professional market research, public relations efforts and an in-depth consumer Web site to educate consumers about the importance of green spaces. The goal of the consumer campaign is to resolve the misinformation consumers receive and focus on the positives that healthy landscapes and other green spaces such as golf courses can provide.

Den Gardner, the executive director of Project EverGreen, says the organization's mission is straightforward — to raise awareness of the environmental, economic and lifestyle benefits of landscapes and promote the significance of those who preserve and enhance green spaces at home, work and play.

"The consumer marketing campaign is intended to support our mission statement, while defending the green industry from unnecessary attack," Gardner said.

So far more than \$450,000 has been raised from companies, associations, contractors, lawn care companies and other suppliers, and Project EverGreen continues to seek financial commitments from all facets of the industry. Project EverGreen also needs help in proactively promoting the green industry to everyone. To make a donation or share your ideas and support, please contact the organization at 877-758-4835 or at www.projectevergreen.com.

Frey represents Project EverGreen.

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