

EPA and GCSAA Team Up On Lawn Care Education

The nation's environmental authorities have joined forces with America's turfgrass experts to educate homeowners about ecologically responsible lawn care practices.

The U.S. Environmental Protection Agency (EPA) and the Golf Course Superintendents Association of America (GCSAA) are co-sponsoring a new campaign that features television public service announcements on the proper use of lawn care chemicals.

The 30- and 10-second commercials, entitled *Think Before You Apply*, ask homeowners to "read the directions and use only the amount needed to do the job," when applying lawn care chemicals. Both spots list a toll-free number (1-800-858-7378) that viewers may call to receive more information on proper usage of and possible alternatives to lawn chemicals.

The commercials were released in the top 40 U.S. television markets. Leading national cable television networks also received the spots.

Lewis S.W. Crampton, EPA association administrator for communications and public affairs, said "We hope these commercials will create more awareness of the need to use lawn care chemicals judiciously."

Stephen G. Cadenelli, CGCS, GCSAA president, added, "GCSAA is pleased to be part of this unique public education program. It is our pleasure to offer expertise to help America's homeowners maintain great home lawns in an environmentally responsible manner."

For more information on the *Think Before You Apply* campaign, contact the GCSAA communications department, 913/832-4470.

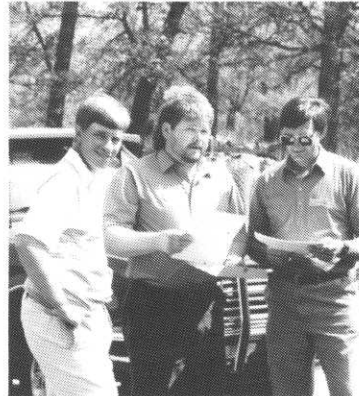
RIVER FALLS & PEBBLE CREEK GOLF



John Harris



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Mike Olson & Rick Fredericksen



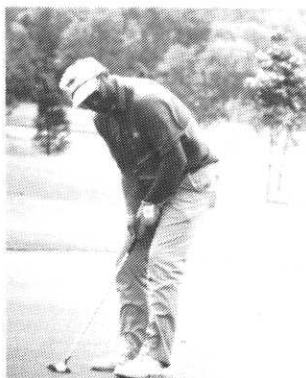
Dale Parske, Pete Mogren
Tom Haberman & Dick Grundstrom



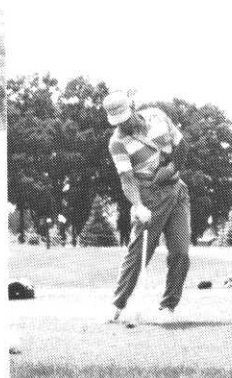
Tom Feriancek



Pete Mogren & Scott Thorne



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