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Senske Lawn & Tree Care makes 'Tonight Show' headlines'



Senske Lawn & Tree Care was featured on "The Tonight Show with Jay Leno" on April 22 as part of the "headlines" sketch where viewers submit newspaper headlines, signs and printed materials with spelling errors or other mistakes or sentence structures that make them funny.

The punch line in the Senske bit came from a pruning flier that says, "Did you know... trees are tall plants made of wood?"

Despite Leno calling the company "Senske Lawn & Garden" (which is not its name), Patrica "Patt" Mosley, director of marketing and communications for the \$21.6 million firm based in Kennewick, Wash., was pleased with the exposure.

"When one of my colleagues sent us the link to the clip, I was actually worried at first, since I didn't know what to expect," she says. "But when I saw it, even though Mr. Jay Leno referred to us incorrectly, it made my day. I actually had to watch a few more times and each time, it cracked me up. While I realize their intent was to poke fun at our expense, it was still worth the exposure and I can probably assume that more

people today will remember that trees are tall plants made out of wood!"

View the "headlines" clip featuring Senske at <http://goo.gl/8hQ1Y>.

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PHOTOS: SENSKE LAWN & TREE CARE; NBC.COM; ILLUSTRATION: ISTOCK INTERNATIONAL INC.

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