



#### ACTS OF GREEN TIP SHEET

Contact:

Amy Simpson, TruGreen  
901.597.8309

[AmySimpson@trugreenmail.com](mailto:AmySimpson@trugreenmail.com)

Sheri Smith, Publicis PR  
469.366.2493

[sheri.smith@publicis-pr.com](mailto:sheri.smith@publicis-pr.com)

## Take Part in the Billion Acts of Green™ Service Initiative for Earth Day

[TruGreen](#), the nation's largest professional lawn care service, is helping to educate Americans on how unlocking their passion for their lawns can also help the environment. TruGreen is the exclusive U.S. organic and sustainable lawn and landscape care sponsor of [Earth Day Network](#). To celebrate the 40<sup>th</sup> anniversary of Earth Day in 2010, TruGreen is suggesting to homeowners 10 sustainable lawn care tips that qualify for Earth Day Network's [Billion Acts of Green™](#) environmental service initiative. In a brief video, Kirk Hurto, Ph.D., vice president of technical services, TruGreen, and Bobby Sinclair<sup>SM</sup>, Neighborhood Lawn Kid<sup>SM</sup> portrayed by child actor Noah Munck, who stars in TruGreen's new multimedia advertising campaign, demonstrate five of the 10 environmentally responsible lawn care tips, including sustainable lawn care practices. Go to [www.earthday.org/action/trugreen](http://www.earthday.org/action/trugreen) to view the five-minute TruGreen Acts of Green video and to learn how to register Acts of Green and to join The Green Generation™. Each Act of Green counts and represents an individual's commitment to become an environmental leader.

### Acts of Green

- Tip 1: I will plant the right type of grass for my lawn to ensure a green, healthy turf. Where grass has difficulty growing, I will plant shade-adapted ground covers for landscape appeal.
- Tip 2: I will periodically test my soil for pH and basic nutrient content and adjust my organic fertilizer needs accordingly to maximize my lawn's health and use of added nutrients and to allow new grass shoots to develop.
- Tip 3: I will ditch the lawn mower bag and recycle grass clippings back to the soil for added lawn nutrients.
- Tip 4: I will keep my lawn mower tuned, will sharpen the mower blade twice a summer, and will mow my lawn regularly, keeping the grass higher to prevent scalping and to save water.
- Tip 5: I will keep 100% organic fertilizer applications on lawn target and off pavement. I will sweep granules that fall onto pavement back onto the lawn.
- Tip 6: I will give my lawn a slow, steady watering only once a week, if water restrictions permit, using an empty, one-inch food can to measure the amount of water applied to the lawn.
- Tip 7: I will water my lawn early in the day and avoid applications on windy days to prevent moisture loss from wind and evaporation.

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**Acts of Green Continued**

- Tip 8: I will prevent grass clippings from entering storm drains by blowing clippings back onto my yard for added lawn nutrients.
- Tip 9: I will apply three inches of organic mulch to base of shrubs and trees to lessen need for string trimming, to conserve soil moisture and to reduce weeds.
- Tip 10: I will read and follow all lawn care product instructions for proper usage and disposal of unused product.

**About TruGreen**

TruGreen is the nation's largest lawn care company, serving more than 2.5 million residential and commercial customers across the United States with lawn care, tree and shrub care. As the current industry leader, TruGreen continues to pioneer the development of new technology for lawn care, and devotes substantial resources to evaluate new products and equipment. The company is committed to responsible lawn care, including offering and promoting the use of natural, organic services and sustainable practices. Today, there are more than 250 TruGreen LawnCare branches in the United States and Canada, including more than 50 franchise locations. TruGreen is the exclusive U.S. organic and sustainable lawn and landscape care sponsor of Earth Day Network and the 40<sup>th</sup> anniversary of Earth Day. TruGreen is part of the ServiceMaster family of brands, one of the world's largest and most versatile service networks.

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