

Dow, Scott's, Syngenta, TruGreen ChemLawn, and others have formed an industry front group that is running this ad.



THE GLOVES ARE OFF.

Because of activists, extremists and misinformed politicians, consumers are questioning whether the products and resources (such as water) used to care for their lawns, landscapes and other green spaces are a waste—or a harm to the environment. Yes, legislation and regulations have been throwing the green industry some rough punches. And we're about to start fighting back.

Project EverGreen is an alliance of green industry associations, companies and professionals dedicated to educate the public, protect the green industry and grow our business. It was created in response to unfavorable regulations in many parts of the United States and Canada. If the services our industry professionals offer are restricted, regulated or made illegal, everyone will lose revenue and customers.

Help Project EverGreen educate consumers on the environmental, economic and lifestyle benefits of green spaces. To make a contribution, volunteer your time or find out more information, call 1-877-758-4835 or visit www.projectevergreen.com.



**Beyond Pesticides,
response to the
pesticide industry's attacks.**



GET A GRIP.

The chemical lawn care industry is worried that the word is getting out on the toxic hazards of lawn pesticides. So they are attacking environmentalists and health advocates. The facts speak for themselves. The public is finding out that the most commonly used lawn pesticides are linked to cancer, birth defects, developmental problems, and more. Plus they damage our environment.

Worse yet, lawn pesticides are tracked into our homes. One recent study found residues of the toxic herbicide 2,4-D contaminating indoor air and surfaces, exposing children at rates ten times higher than preapplication levels.

It is possible to have a green lawn without toxic pesticides. Beyond Pesticides is working to halt the senseless pesticide exposure and encourages use of non-toxic lawn care practices.

Join the campaign to end unnecessary hazardous pesticide use on lawns. To order a "Pesticide Free Zone" lawn sign and learn about alternatives, contact Beyond Pesticides at 202-543-5450 or visit us online at www.beyondpesticides.org/lawn.



BEYOND PESTICIDES