

PRESS RELEASE

September 05, 2007
For Immediate Release



The image features the Turf Revolution logo in the top left corner, which includes the tagline "Naturally Healthy Tough Turf." To the right of the logo are four photographs: a man and woman in a garden center, a woman sitting with bags of product, a man and woman holding bags of product, and two men standing with bags of product in a garden center.

The BIG Earth Day Giveaway

April 22nd, 2007

At first glance that date might not mean much to most people, but that day was Earth Day. Surprisingly, most Garden Centres seem content to let this day pass unannounced.

Turf Revolution decided to seize upon this tailor-made marketing opportunity and on April 22nd, 2007 the Big Earth Day Giveaway was launched.

The idea was simple. Customers would fill out a ballot at their local Garden Centre for a chance to win a complete Lawn Care Package, donated by **Turf Revolution**. One prize per store would be awarded.

The contest ran until May 21st, 2007 and gave participating retailers a chance to boost traffic flow through their Garden Centres. Driven by press releases and the efforts of our vendors the response was overwhelming.

The Big Earth Day Giveaway is just one more example of the incredible support that **Turf Revolution** gives to it's valued retail partners.