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## **THINK GREEN IN APRIL**

### **— Professional Landcare Network Celebrates National Lawn Care Month—**

**TULSA, OKLAHOMA, [April 13, 2007]**—Lawn America, a member of the Professional Landcare Network (PLANET) celebrates National Lawn Care Month in April by reminding consumers about the environmental benefits of a healthy lawn.

More than 30 million acres of lawns exist in the United States. It's estimated that these lawns remove five percent of carbon dioxide in the atmosphere and provide a significant amount of oxygen. Lawns also trap more than 12 million tons of dust and dirt annually. Healthy lawns trap and filter rainwater and they protect from erosion. Additionally, they provide a cooling effect in summer months and help boost energy efficiency.

Healthy lawns play an important role in home sales and they have a huge impact on "curb appeal." Realtors report that homes with beautiful lawns and landscaping can increase property values by 15 to 20 percent.

As spring arrives, 30 million acres of lawns across the nation are becoming green and growing. The return of warm weather, green grass, and flowering plants makes April the ideal time to celebrate the benefits of turf.

Lawn care companies provide jobs and significant financial benefits for the economy. A Harris Interactive survey reports that U.S. households spent more than \$11.6 billion on lawn care in 2003. These figures represent 12 percent growth from 2002, and this growth is expected to continue.

"Homeowners understand that their lawns and landscape are a valuable investment," states Brad Johnson, owner of LawnAmerica in Tulsa and PLANET member. "A green, healthy lawn not only looks great, adds to the value of property, but also provides valuable environmental benefits to our cities and towns we serve."

Aside from economic and aesthetic benefits, a well-maintained lawn provides many environmental benefits, including:

- Oxygen production — turf's power to generate oxygen has a major impact on the environment. A 50 foot x 50 foot lawn produces enough oxygen for a family of four.
- Cooling effect — grass is a natural air conditioner. Eight healthy front lawns have the cooling effect of 70 tons of air conditioning — enough for 16 average homes.
- Pollution control — turf traps dust and smoke particles from the atmosphere, which helps keep the air cleaner. Grass also converts carbon dioxide to oxygen, a process that helps clear the air.
- Water quality — dense, healthy grass slows down and filters runoff, removing contaminants and trapping soil. Fresh, filtered water returns to the underground water supply.

In addition to being beautiful, lawns have a positive impact on the environment. Homeowners can be proactive in April by working with a lawn care professional and putting together a lawn care program that ensures that their lawns will be healthy and beautiful throughout the year.

PLANET represents approximately 4,300 green industry service provider companies and suppliers nationwide that specialize in design/build/installation, interior plantscaping, landscape management, and lawn care. These firms and their employees represent more than 100,000 green industry professionals. For more information, call PLANET at (800) 395-2522 or visit [landcarenetwork.org](http://landcarenetwork.org).

## **About LawnAmerica**

Brad Johnson is the owner of LawnAmerica—a successful local and regional lawncare company based in Tulsa, specializing in weed-control and fertilization. LawnAmerica's address is 5129 S. 110th E Ave in Tulsa, Oklahoma 74146.