

from the sidelines

# Project EverGreen gets dirty

**The nonprofit organization** Project EverGreen (PE), an alliance of green industry service providers who promote the environmental, economic, and lifestyle benefits of green spaces, recently partnered with the Capital Area Soccer League (CASL) in Raleigh, NC, to provide renovation support for its 25-field soccer center. PE members donated more than 150 man-hours and \$12,000 worth of labor and materials to enhance the playing fields of one of the largest amateur youth and adult soccer leagues in the country.

On August 19, sponsoring companies and CASL CEO Charlie Slagle led a "PE workday" where landscapers, parents, and players rolled up their sleeves, fired up the string trimmers, and worked together to help prepare the fields and surrounding areas for the upcoming season. Contributions included landscaping support from Greenscape Inc., maintenance equipment from John Deere, sod, plant and irrigation materials from John Deere Landscapes, irrigation system consulting from Smith Turf & Irrigation, fertilizer and weed control from TruGreen, and aeration from Weed Man.

The PE team was on hand to kick off the first games of the fall season on August 27, when they spent the day talking with families about the benefits of well-maintained green spaces. Hundreds of soccer parents and players stopped by the Project EverGreen tent to receive an ice-cold PE water bottle, sunflower seeds to plant, and a handout featuring tips for maintaining their own turf at home. Additionally, one lucky dad won the "Gift of Green," free lawn care service for a year from Weed Man.

"This is a pilot partnership we hope to expand to several more cities across the country next year," says Den Gardner, executive director of Project EverGreen. "Through community outreach programs like this, Project EverGreen can speak directly to consumers about the benefits of well-maintained green spaces and the significance of those who preserve and enhance them."

Other Project EverGreen consumer education initiatives have included partnering with the Twin Cities Chapter of Habitat for Humanity to provide landscaping and lawn care for two homes, and sponsoring America in Bloom, by assisting with a contest that awards communities and institutions working to "Plant Pride in Their Communities."

For more information on Project EverGreen, contact Den Gardner at 877-758-4835 or visit [www.projectevergreen.com](http://www.projectevergreen.com).



Michael Currin, president of Greenscape Inc., helped lead the "PE workday" where landscapers, soccer parents and players worked together to help prepare fields.



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