Nearly 3 years ago Project EverGreen launched a national media campaign to inform consumers about the positive effects of well-maintained green spaces, including sports turf. Today the organization, led by executive director Den Gardner, continues to focus solely on its mission to educate and inform consumers on the environmental, economic, and lifestyle benefits of green spaces.

According to Gardner, current projects include:

**GreenCare for Troops.** A national initiative to help military families with lawn care while the major breadwinner is serving in the Middle East. “What a great way for sports turf managers as a group to volunteer their time for just ONE family,” says Gardner. “Go to www.projectevergreen.com and sign up. We have more than 2,700 families signed up and need many more volunteers. All you need is a lawn mower in most cases.”

**Yard Enthusiasts of America (YEA).** This new affinity club is for all consumers and provides a place for them to become a member (it’s free), take part in trivia contests, and win prizes. “Consumers can get information on how to maintain their green spaces,” Gardner says. “It’s our outreach program to get consumers talking to each other about caring for green spaces.”

**Habitat for Humanity.** Efforts continue in some cities. The Sports Turf Managers Association last year provided the lawn and landscaping for two houses in Lawrence, KS, and the association also provided assistance in Philadelphia and Raleigh, NC on youth field renovations orchestrated by Project EverGreen.

“Turf managers are still the primary caregivers for green spaces,” says Gardner. “Our tagline, ‘Because Green Matters,’ has never been more important than today.”

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**From the Sidelines**

**Project EverGreen still matters**

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