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## TruGreen Kicks off Springtime in America With Backyard Makeover Sweepstakes

### *Americans Report Green Lawns in Spring Generate Hope*

**MEMPHIS, Tenn. — March 20, 2014 —** Spring is here. The season of renewal is accompanied by increased hope generated by healthy springtime lawns, according to TruGreen’s Lawn Lifestyles National Survey.\* The majority (69 percent) of Americans surveyed report that “seeing a green lawn in springtime makes me feel hopeful.” In fact, the bigger the family, especially with teens in the household, the more hopeful the green lawns of spring make people feel. [TruGreen](#), the Official Sponsor of Spring<sup>SM</sup>, is helping America say goodbye to winter and enjoy a brand new spring season outdoors with the launch of the [TruGreen Backyard Makeover Sweepstakes](#).

Now through April 18, 2014, TruGreen is giving away fantastic prizes to get America’s backyards ready for spring. Enter the TruGreen Backyard Makeover Sweepstakes for a chance to win one of 30 daily prizes, including outdoor grills, fire pits and lawn furniture, along with a grand prize \$10,000 backyard makeover by TV host Jason Cameron. NO PURCHASE NECESSARY. To enter and for official rules, visit <http://TruGreen.com/backyardmakeover>. Details are also available via radio in select markets and in social media.

“We listened when Americans shared that their lawns are the ideal setting for spending time with family and friends,” said TruGreen Chief Marketing Officer Kari Rajaniemi. “With the TruGreen Backyard Makeover Sweepstakes, we are giving homeowners a unique chance to transform their outdoor living rooms.”

### **Lawn Pride Boosts Neighborhood Value**

The vibrant green of a healthy lawn and pop of color from blooming flowers and ornamentals tend to trigger the need to don gardening gloves. The majority (61 percent) of homeowners surveyed share that “springtime makes me excited to work in my yard.” Female homeowners (69 percent) are especially enthusiastic to get started, and they (58 percent) are optimistic in spring that “this will be the year my lawn will look its best.”

In fact, the majority (63 percent) of homeowners say that in springtime their neighborhood’s curb appeal improves and with it the neighborhood’s value. And they cite the lawn as a key. Most (78 percent) homeowners share that “healthy, green lawns specifically add value to my neighborhood.”

### **Springtime Enjoyment**

Homeowners’ senses are instrumental to spring enjoyment. More than half (57 percent) surveyed value their sense of sight as the best way to enjoy springtime, followed by the sense of smell (35 percent).

Solitary time (55 percent) on the lawn trumps social (39 percent) occasions. But male and female homeowners tend to have different ideas on how to best appreciate springtime outdoors, with males (50 percent) preferring social activities or “we time” and females (73 percent) favoring solitary moments or “me time.”

#### **Male Homeowners: Prefer “We Time”**

- Grilling outdoors
- Backyard parties
- Playing sports
- Yard games

#### **Female Homeowners: Favor “Me Time”**

- Planting flowers
- Observing nature
- Lawn care
- Reading outside

-MORE-

### Spring Webisodes Starring Jason Cameron

Jason Cameron, licensed contractor and TV host, is back starring in TruGreen's seasonal webisodes to provide insights and tips on how to enjoy a brand new spring season. In this year's three spring episodes, Cameron topline results from TruGreen's national survey and shares lawn care 101 for getting your yard into shape. "[Sense of Hope](#)" discusses how green lawns in springtime inspire America's hope and the need for proper feeding of lawns and landscapes. "[Outdoor Living](#)" highlights homeowners' outdoor spring habits for creating great memories and suggestions for addressing invasive weeds. "[Lawn Pride](#)" emphasizes the healthy lawn's contribution to neighborhood value and the importance of proper mowing techniques.

"The spring growth cycle has kicked off and so has the production of troublesome weeds, which are competing with grass for space, water and nutrients," said Ben Hamza, Ph.D., TruGreen expert and director of technical operations. "One of the best ways to eliminate weeds, such as dandelions, is to thicken up your lawn and improve its health."

TruGreen takes a scientific approach to a lawn you'll love with Ph.D. agronomists developing the training for each TruGreen certified lawn specialist. TruGreen's [specialized lawn services](#) are designed to specifically meet your lawn's needs at key stages throughout the year based on climate, grass type, soil condition and usage. Partner with a TruGreen specialist for a tailored lawn plan to give your lawn exactly what it needs at just the right time to get the most out of your lawn. Go to [TruGreen.com](http://TruGreen.com) for additional healthy lawn and landscape tips or call 1-800-TruGreen to schedule a Healthy Lawn Analysis.

### Survey Methodology

\***TruGreen's Lawn Lifestyles National Survey** was fielded from January 23-26 & February 10-12, 2014, using the field services of ORC International (Opinion Research Corporation). The online omnibus survey was conducted among a nationally representative sample of Americans aged 18+ (n=2,000), with a margin of error of plus or minus 2.2 percentage points at the 95 percent confidence level. For questions that were asked among homeowners who are personally responsible for making decisions regarding their lawn care (n=891), the margin of error is plus or minus 3.3 percentage points at the 95 percent confidence level.

### Sweepstakes Rules

NO PURCHASE NECESSARY. A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING. LEGAL RESIDENTS OF THE 48 CONTIGUOUS UNITED STATES (D.C.) 18 YEARS AND OLDER WHO ARE OWNERS OF RESIDENTIAL SINGLE FAMILY DWELLING UNITS. VOID IN AK, HI AND WHERE PROHIBITED. Sweepstakes ends 4/18/14. For Official Rules, alternate method of entry, prize descriptions and odds disclosure, visit <http://TruGreen.com/backyardmakeover>. Sponsor: TruGreen Limited Partnership, 860 Ridge Lake Boulevard, Memphis, TN 38120.

### About TruGreen

Memphis, Tenn.-based [TruGreen](http://TruGreen.com) is the nation's largest lawn care company, serving more than 1.7 million residential and commercial customers across the United States with lawn, tree and shrub care. Your lawn and landscape need ongoing attention to stay healthy. That's why TruGreen provides science-based solutions tailored to meet your specific needs. When combined with proper mowing and watering techniques, these services can maximize your lawn's potential. As the leader in the professional lawn care industry, TruGreen is committed to responsible lawn care, including offering and promoting the use of natural, organic services and sustainable practices. Today, there are approximately 250 TruGreen LawnCare branches in the United States and Canada, including about 35 franchise locations. Go to [www.TruGreen.com](http://www.TruGreen.com) or [www.facebook.com/TruGreen](http://www.facebook.com/TruGreen) for more information about TruGreen.