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TruGreen Reveals Sweepstakes Winner's Backyard Makeover in Videos

TV Host Jason Cameron Toplines Backyard Transformation

MEMPHIS, Tenn., and BALTIMORE — November 24, 2014 — On location in beautiful Maryland, TruGreen and Jason Cameron, licensed contractor and TV host, helped make a crisp, fall day feel more like a spring renewal for one lucky homeowner. After a multi-week transformational process, reveal day arrived for Lisa Noble, grand prize winner of the TruGreen Backyard Makeover Sweepstakes. Go see [before](#) and [after](#) videos of Noble's impressive backyard makeover featuring Cameron, now available from [TruGreen](#), America's #1 lawn care company*, inspiring America to live life outsideSM.

With charismatic Cameron on hand to guide Noble and friends through highlights of her \$10,000 grand prize backyard makeover, she appeared wowed by the changes. "The makeover far exceeded my expectations," Noble, a veteran of the U.S. Armed Forces, said. When asked by Cameron what she liked the most, Noble proclaimed, "everything!" She expressed thanks for all the hard work to make her dream backyard a reality.

Noble's entry was selected from among thousands in the popular 2014 TruGreen Backyard Makeover Sweepstakes. TruGreen, Cameron and a leading landscape company collaborated to create a backyard transformation that delivered on Noble's ultimate goal of a "more inviting area for relaxing and entertaining and a more finished and designed backyard."

"We transform lawns all year long, creating outdoor spaces that make you want to get outside," said TruGreen Chief Marketing Officer Kari Rajaniemi. "To witness the sheer amazement and gratitude of Ms. Noble and her friends makes our job as America's leading lawn care experts even more rewarding."

Backyard Pre-Transformation (Video One)

In the [pre-makeover video](#), Cameron and Noble discuss their shared love for gardening and her hopes for a backyard that is relaxing, peaceful, inviting and entertainment-oriented. They also address some of her lawn's problem areas. Noble expresses her frustration with mud and roots leaving an uninviting impression. Also, shady areas are preventing plants and grass from getting much needed sunlight. With supportive TruGreen representatives, Cameron presents the professional makeover design to an appreciative Noble and reinforces she's in "good hands" with TruGreen.

"Of course, the lawn is at the heart of this transformation," Cameron said. "And I know it will look great with TruGreen."

Backyard Makeover Reveal (Video Two)

[Video two](#) kicks off with anticipation in the air as Cameron is poised to reveal the actual backyard transformation to Noble and friends. The reveal represents the culmination of a multi-step, collaborative process spanning: project assessment, plan design/approval, thinning of trees, demolition work, ground prep, light construction, plant procurement, planting, seed and sod installation, and decorative finishes.

Cameron leads an eager Noble and friends from the design in print to real-life transformation with an emphasis on color, texture and scent. Noble's enhanced outdoor space is complemented by an improved lawn to offset bare spots, professionally landscaped beds, new gravel and bluestone, private garden, relaxing water feature, and fire pit entertainment area. Before and after shots and in-progress footage demonstrate the substantial impact of the transformation to create an inviting space for living life outside, which the group celebrates at the video's close.

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America Says...

Noble already has big plans for her dream backyard that could lead to normal wear and tear on her lawn. America's yards get a real work out as the popular backdrop for outdoor fun with family and friends. But according to TruGreen's Lawn Lifestyles National Survey**, the majority (77 percent) of homeowners feel they need to learn more about some aspect of lawn care. In fact, fewer female homeowners (49 percent) are satisfied with the overall condition of their lawn compared to male homeowners (58 percent) surveyed. So, what's on homeowners' minds when it comes to their yard?

- #1 Treating and preventing weeds
- #2 Having a healthy, green lawn
- #3 Controlling lawn-feeding pests, such as insects

Noble's transformed backyard will keep looking beautiful with a year of free lawn care service from TruGreen, America's #1 lawn care company. TruGreen also surprised Noble's friends on reveal day with a year of complimentary lawn care service. Ph.D. agronomists develop the training for each TruGreen certified lawn specialist. Backed by 40 years of expert tailored lawn care and a Healthy Lawn Guarantee®, TruGreen gives your lawn everything it needs to thrive. Go to TruGreen.com to see more transformed yards nationwide. Call 1.800.TruGreen or [click](#) 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.

About TruGreen

Memphis, Tenn.-based TruGreen is the nation's largest lawn care company, serving more than 1.8 million residential and commercial customers across North America 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 or www.facebook.com/TruGreen for more information about TruGreen.

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*Note: America's #1 lawn care company based on U.S. market share of professional lawn care companies. Fall, 2013 NorthStar Partners US Share Tracker.