



## ***MEDIA RELEASE***

### **Nufarm Makes Game-Changing Investment in GreenCare for Troops**

*\$150,000 Contribution Will Help Sustain and Expand the  
Award-Winning Initiative's Service to Military Families  
and Disabled Veterans*

**Cleveland, Ohio** (August 18, 2017) – Making a difference on the home front for the families of deployed service members and post-9/11 disabled veterans with service-connected disabilities is what the GreenCare for Troops initiative is all about.

That job is a little easier now with the generous support of Nufarm following its \$150,000 contribution to Project EverGreen on behalf of GreenCare for Troops.

The announcement was made by Nufarm Vice President Sales, Turf and Ornamental, Sean Casey, and Project EverGreen Executive Director, Cindy Code, at the Nufarm National Sales conference in Hilton Head, S.C.



“Nufarm is keenly aware of the importance of community outreach and involvement. GreenCare for Troops embodies Nufarm's core values, and allows us to put them in action in real-life situations,” says Casey. “I can't think of a better way to extend the outreach and community involvement of Nufarm employees than to help volunteers provide complimentary lawn and landscape services to the families of deployed military personnel and post-9/11 disabled veterans.”

The contribution will be used to enhance and expand the national initiative created and managed by non-profit Project EverGreen. This will include increased outreach for volunteer recruitment and communications to families, volunteers and the media, as well as adding promotional and logistical

resources required to grow the GreenCare for Troops database and serve more military families and veterans.

“Nufarm’s incredible contribution to this program is going to make a significant difference to the lives of military families and veterans across the country,” says Code. “This boost is just what the program needs to build upon its success and, ultimately, bring safe and healthy yards and landscapes to families in need of relief and peace in a green setting.”

The GreenCare for Troops initiative, which celebrates its 11<sup>th</sup> year in 2017, has seen more than 11,000 military families and disabled veterans, and more than 6,000 green industry professionals register to receive or provide these much-needed services since the program was launched in 2006.

In 2016, Project EverGreen’s GreenCare and sister program SnowCare for Troops volunteers delivered lawn care and landscape services valued at \$1 million to hundreds of military families and wounded/disabled veterans across the United States.

Nufarm joins Toro as primary financial supporters of the GreenCare For Troops program.

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**About Project EverGreen:** Headquartered in Cleveland, Ohio, Project EverGreen ([www.ProjectEverGreen.org](http://www.ProjectEverGreen.org)) is a national 501(c3) non-profit organization dedicated to creating a greener, cooler Earth by supporting the creation, renovation and revitalization of managed yards, parks and green spaces. Project EverGreen brings businesses, community groups and individuals together to manage sustainable projects – in tune with neighborhood needs – resulting in healthier, happier people and healthy green spaces functioning as the “lungs of the city.” Project EverGreen’s initiatives include GreenCare for Troops,<sup>™</sup> SnowCare for Troops<sup>™</sup> and Healthy Turf. Healthy Kids.<sup>™</sup>

**About Nufarm:** As a leading supplier to the lawn and landscape market, Nufarm’s U.S. Turf and Ornamental team delivers a portfolio of products meeting the value, efficacy, and innovation demanded by the market to solve the daily pest and disease issues you face. Trusted products such as Escalade 2, Quincept, Arena and Aloft have been your go to products for years and innovative solutions such as Last Call and Change Up are more recent Nufarm solutions. An unsurpassed customer service team, coupled with the sales and technical resources, all with a mission to solve your problems, sums up the personality of your Nufarm team. We are here to help you grow a better tomorrow, today.

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