



## National “Healthy Turf. Healthy Kids.”™ Awareness Week July 16-22, 2017

Project EverGreen’s “Healthy Turf. Healthy Kids.”™ is a nationwide initiative to renovate and revitalize athletic and recreational parks and green spaces in urban communities to ensure children have access to safe, well-maintained playing surfaces on which to play and exercise.

Parks and playing fields not only promote a healthier lifestyle but contribute to economic growth, community development and benefit the environment. Managed green spaces that include healthy grass, plants and trees results in better park use, increased safety and the creation of a community hub for long-time neighbors, their grandchildren and the next generation moving into the neighborhood. Additionally, the grass, plants and trees will clean the air, sequester carbon and provide oxygen. This truly is a win-win situation.

As the program enters its third year, Project EverGreen is celebrating **National “Healthy Turf. Healthy Kids.” Awareness Week**. To help our volunteer partners promote their participation in the program we have created a promotional media kit with an infographic, suggested social media posts, and facts and figures about the initiative.

We encourage you to share information about your involvement with “Healthy Turf. Healthy Kids.” with the local media, civic and recreational athletic leagues in your community.

Thank you again for your participation and support of this valuable initiative.

Cindy Code  
Executive Director  
Project EverGreen

Dan Carrothers  
President  
Project EverGreen

### Project EverGreen on Social Media

**Twitter**  
@ProjectEvrGreen

**Facebook**  
Project EverGreen  
[www.Facebook.com/ProjectEverGreen](http://www.Facebook.com/ProjectEverGreen)

**You Tube**  
Project EverGreen  
<http://bit.ly/27guZdM>



## National “Healthy Turf. Healthy Kids.”™ Awareness Week Suggested Social Media Posts

July 16-22, 2017 is National “Healthy Turf. Healthy Kids.”™ Awareness Week, a week dedicated promoting and raising awareness about the important role recreational green spaces play in helping children develop healthier lifestyles, pride in their communities and increased self-confidence.

We encourage our partners and volunteers to promote the initiative through their social media platforms using the hashtags **#HTHKWeek2017**, **#ProjectEverGreen** or **#GreenerCoolerEarth** in their Twitter and Facebook posts. Don’t forget to share Project EverGreen’s Facebook posts and re-tweet tweets from @ProjectEvrGreen.

### Facebook Posts

- Grass is 30 degrees cooler than asphalt – who wants to play tag on asphalt? Promote athletic and recreational green spaces in your community. Find out more at [www.ProjectEverGreen.org](http://www.ProjectEverGreen.org) #HTHKWeek2017 #ProjectEverGreen
- A child can burn up to 100 calories in just one hour of active play or exercise. Let’s burn some more calories and have fun doing it by starting a HTHK project in your community. Send your ideas to [www.ProjectEverGreen.org](http://www.ProjectEverGreen.org) #HTHKWeek2017 #ProjectEverGreen
- Physically active young people demonstrate higher academic performance at school. Give green athletic and recreational green spaces an A+ and get involved with [www.ProjectEverGreen.org](http://www.ProjectEverGreen.org) #HTHKWeek2017 #ProjectEverGreen
- There are more than one and half million acres of park land in the United States. Make sure these valuable green spaces are here for future generations to enjoy. Join Project EverGreen’s “Healthy Turf. Healthy Kids.” initiative. Learn more [www.ProjectEverGreen.org](http://www.ProjectEverGreen.org) #HTHKWeek2017 #ProjectEverGreen
- “Healthy Turf. Healthy Kids.” projects have generated nearly \$1 million in in-kind donations from volunteers. Have you donated yet? Find out how you can start a project in your community at [www.ProjectEverGreen.org](http://www.ProjectEverGreen.org) #HTHKWeek2017 #ProjectEverGreen

- “Healthy Turf. Healthy Kids.” projects have renovated more than 1.6 million square feet of athletic and recreational parks and green spaces. Help us add to that total and start a project in your community. Find out how at [www.ProjectEverGreen.org](http://www.ProjectEverGreen.org) #HTHKWeek2017

## **Twitter Posts**

- Help create a greener, healthier, cooler Earth. #HTHKWeek2017 @ProjectEvrGreen
- Great cause. Great kids. What’s not to like? #HTHKWeek2017 @ProjectEvrGreen
- Don’t you want to get outside and play? #HTHKWeek2017 @ProjectEvrGreen
- Renovate a park or playing field near you! #HTHKWeek2017 @ProjectEvrGreen
- Activity equals healthier kids #HTHKWeek2017 @ProjectEvrGreen
- Put some green spaces in your life. #HTHKWeek2017 #ProjectEverGreen
- Hit a home run and renovate a park or playing field today. #HTHKWeek2017 @ProjectEvrGreen
- Score big with “Healthy Turf. Healthy Kids.” #HTHKWeek2017 @ProjectEvrGreen
- Participation trophies do matter #HTHKWeek2017 @ProjectEvrGreen



## National “Healthy Turf. Healthy Kids.”™ Awareness Week Facts & Figures

July 16-22, 2017 is National “Healthy Turf. Healthy Kids.”™ Awareness Week and is intended to raise awareness for the initiative that renovates and revitalizes athletic and recreational green spaces to ensure children have access to safe, well-maintained areas on which to play and exercise.

Please take a moment to read through these talking points describing “Healthy Turf. Healthy Kids.” prior to contacting the media. When doing an interview, it is a good idea to have a copy with you for reference.

### **What is “Healthy Turf. Healthy Kids.”?**

Project EverGreen’s “Healthy Turf. Healthy Kids.”™ is a nationwide initiative to renovate and revitalize parks and athletic fields to ensure children have access to safe green spaces on which to play and exercise. Yards, parks and athletic fields not only promote a healthier lifestyle but contribute to economic growth, community development, benefits the environment and transforms urban neighborhoods. Additionally, the grass, plants and trees will clean the air, sequester carbon and provide oxygen. This truly is a win-win situation.

### **What is National “Healthy Turf. Healthy Kids.”™ Awareness Week?**

National “Healthy Turf. Healthy Kids.” Awareness Week is a national observance of the program and our goal is to raise awareness of the importance of providing children with safe green spaces to play and exercise.

### **Who is Project EverGreen?**

Project EverGreen is a national non-profit group that engages individuals, businesses and communities to create a greener, healthier, cooler Earth. This is done through the creation, renovation and revitalization of yards, parks, recreational playing surfaces and other green spaces that represent the lungs of the community and result in healthier, happier people.

### **How can you submit an idea for a HTHK project for your community?**

Contact Project EverGreen's Michael Joyce at 336/326-6868; e-mail [michaeljoyce@projectevergreen.com](mailto:michaeljoyce@projectevergreen.com)

### **What other types of programs does Project EverGreen sponsor?**

Project EverGreen currently sponsors programs with SnowCare for Troops, GreenCare for Troops and the Environmental Communicator of the Year Award.

### **What are the benefits of a program such as "Healthy Turf. Healthy Kids."?**

Studies confirm there is significant value in having children spend time outdoors playing, and Project EverGreen's "Healthy Turf. Healthy Kids." has its sights set on restoring and revitalizing recreational green spaces in urban areas, including sports fields and parks, for children to play, exercise and connect.

With childhood obesity doubling in the past 30 years, the need for safe and modern recreational green spaces is critical to turn the tide against this disturbing trend. Not only do yards, parks and sports fields promote a healthier lifestyle, they also contribute to economic growth, community development and benefit the environment.

### **What are the environmental benefits of maintaining athletic and recreational green spaces?**

When cared for appropriately, healthy lawns and landscapes do numerous good things for the environment, including reducing erosion, filtering pollutants from water, providing natural cooling and providing cleaner air. For more information on the environmental benefits of maintained lawns and landscapes, visit [www.ProjectEverGreen.org](http://www.ProjectEverGreen.org)

### **What are the economic benefits of maintaining green spaces?**

Studies show that consumers value a landscaped home up to 11 percent higher than its base price. Design sophistication, plant size and plant material type are the most important factors in planning a landscape which will help maintain or increase home value. For more information on the economic benefits of parks and recreational/athletic green spaces, visit [www.ProjectEverGreen.org](http://www.ProjectEverGreen.org)

## **"Healthy Turf. Healthy Kids."**

### **Facts & Figures**

- **14** – The degrees cooler that grass is than bare soil
- **30** – The degrees cooler that grass is than asphalt
- **60** – The number of minutes children age 5 to 17 should engage in physical activity on a daily basis
- **100** – The number of calories a child can burn up in one hour of active play
- **\$1 million** – The in-kind donation value for "Healthy Turf. Healthy Kids." projects since the program's inception
- **1.6 million** – Estimated square footage of recreational and athletic green space renovated by Project EverGreen's "Healthy Turf. Healthy Kids."
- Physically active young people demonstrate higher academic performance at school



## 10 Benefits of Green Spaces

Green spaces provide communities with a number of economic, lifestyle and environmental benefits. Numerous studies have shown that green spaces contribute positively to the health and well-being of both children and adults. Project EverGreen proudly supports the ongoing development and renovation of green spaces in communities across the United States.

1. Children can burn up to 100 calories in one hour of active play and more during athletic competition.
2. Studies have shown that children who are more physically active and have access to athletic green spaces demonstrate higher academic performance in school.
3. Green spaces, athletic fields and playing surfaces are gathering places that create close-knit communities, improve well-being, increase safety and help develop a lifelong connection to green spaces.
4. One tree removes enough carbon dioxide from the air and releases enough oxygen for a family of four to breathe for a day.
5. Green spaces are therapeutic and improve the quality of life as studies illustrate that hospital patients whose rooms overlook landscapes recover faster and require less pain medication than patients without a view of nature.
6. Landscaping around your home can reduce noise by up to 50 percent.
7. A well-maintained landscape can add up to 15 percent to a property's value when selling a home and landscaping can speed the sale up by as much as six weeks.
8. Planting shade trees lowers attic temperatures by as much as 40 degrees and landscaping (plants, shrubs, trees) around a structure reduces air conditioning costs by 50 percent
9. Did you know that properly maintained shrubs, plants and lawns are environmental heroes? Because of their filtering capabilities, plantings prevent soil erosion, filter contaminants from rainwater, and absorb dust and dirt.
10. Eight average-sized front lawns have the cooling effect of 70 tons of air conditioning.

**For More Information Visit [www.ProjectEverGreen.org](http://www.ProjectEverGreen.org)**