**SnowCare for Troops  
Media Talking Points**

Raising awareness for the SnowCare for Troops program with local communities and media is an important part of the program. Please take a moment to read these talking points describing the SnowCare for Troops program prior to contacting the media. When doing an interview, it is a good idea to have a copy of these notes with you for reference.

**What is the SnowCare for Troops program?**SnowCare for Troops is a nationwide outreach program sponsored by [**Project EverGreen**](http://www.ProjectEverGreen.org)and our company to care for driveways and sidewalks of families of deployed military personnel.

**Who is Project EverGreen?**Headquartered in Cleveland, Ohio, [**Project EverGreen**](http://www.ProjectEverGreen.org) is a national non-profit committed to bringing people together to make a difference in how yards, parks and communities creating a greener, healthier, cooler Earth. Project EverGreen initiatives include GreenCare for Troops,™ SnowCare for Troops,™ and GreenCare for Communities initiatives.

**How can military families request services?**Families may register online at the [**Project EverGreen**](http://www.ProjectEverGreen.org)website or by calling Project EverGreen’s Ki Matsko ([kimatsko@projectevergreen.com](mailto:kimatsko@projectevergreen.com)), Nici Trem ([nicitrem@projectevergreen.com](mailto:nicitrem@projectevergreen.com)) and Shelley Kane ([shelleykane@projectevergreen.com](mailto:shelleykane@projectevergreen.com)) at 888.611.2955.