**GreenCare for Troops
Media Talking Points and Facts & Figures**

Raising awareness about GreenCare for Troops is a vital part of supporting military families and growing this impactful initiative. Before reaching out to local media or speaking with community partners, please review the talking points below. It’s helpful to have them on hand during interviews for quick reference.

**What is GreenCare for Troops?**

*GreenCare for Troops* is a nationwide program coordinated by Project EverGreen that provides free lawn and landscape services to families of deployed military personnel. With the support of local volunteers and companies like ours, this initiative gives back to military families by providing safe, healthy yards where they can relax, recharge, and connect.

**Who is Project EverGreen?**

Project EverGreen is a national non-profit based in Cleveland, Ohio, dedicated to making yards, parks, and public green spaces greener, healthier, and cooler for all. Through volunteer-driven programs, the organization helps create environments that promote well-being, environmental sustainability, and community strength.

**Signature programs include:**

* GreenCare for Troops™
* SnowCare for Troops™
* GreenCare for Communities™
* Clean Air Calculator™
* TOCA Environmental Communicator of the Year Award

Learn more at [www.ProjectEverGreen.org](https://www.projectevergreen.org)

**How Can Military Families Sign Up?**

Eligible families can register for services in one of two ways:

* Online at [www.ProjectEverGreen.org](https://www.projectevergreen.org)
* Contact the Project EverGreen staff:
	+ **Ki Matsko** – kimatsko@projectevergreen.com
	+ **Shelley Kane** – shelleykane@projectevergreen.com
	+ Call 888-611-2955

**Why Are Green Spaces Important to Military Families?**

Green spaces provide more than just curb appeal. They offer a calming, functional environment that supports mental and physical health, especially during the emotional strain of deployment. These spaces:

* Lower surface temperatures and reduce energy use
* Filter pollutants and improve air quality
* Provide a safe place for kids to play and families to connect
* Boost emotional well-being by offering a sense of normalcy and pride in home

Project EverGreen’s volunteers help turn yards into sanctuaries - one family, one lawn at a time.

**Impact by the Numbers**

Since its launch, GreenCare for Troops has:

* Delivered $20 million+ in donated services
* Served thousands of military families nationwide
* Mobilized a nationwide network of landscape professionals committed to giving back

**Want to Help or Learn More?**

Visit [www.ProjectEverGreen.org](https://www.projectevergreen.org) for additional information, to register a military family, or to sign up as a volunteer.