

GreenCare for Troops

Media Talking Points and Facts & Figures

Raising awareness for the GreenCare 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 GreenCare 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 GreenCare for Troops?

GreenCare for Troops is a nationwide outreach program sponsored by Project EverGreen and our company to care for lawns and landscapes of families of deployed military personnel.

Who is Project EverGreen?

Headquartered in Cleveland, Ohio, Project EverGreen 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 and the Clean Air Calculator[®].

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

How Can Military Families Sign Up?

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

- Call 888-611-2955 or visit <https://projectevergreen.org/greencare-for-troops/>
- Contact the Project EverGreen staff:
 - **Ki Matsko** – kimatsko@projectevergreen.com
 - **Shelley Kane** – shelleykane@projectevergreen.com
 - **Hannah Degner** - hannahdegner@projectevergreen.com

Why Are Green Spaces Important to Military Families?

Parks, lawns, landscapes and maintained green spaces help to mitigate temperature increases in communities and significantly reduce energy use and cooling costs. Project EverGreen's initiatives – GreenCare for Troops and GreenCare for Communities – have made a significant impact.

Through its nationwide base of professional volunteers, Project EverGreen has connected people, plants and their communities to maximize the health of grass, plants and trees, which in turn sequesters carbon and cleans the air.

Both initiatives support healthy green spaces in neighborhoods and cities, enabling maintained green spaces to function as the lungs of the city and offsetting the negative effects of a warming environment. For more information on the benefits of green spaces, visit www.ProjectEverGreen.org.

Impact by the Numbers

Since its launch, GreenCare for Troops has:

- Delivered \$20 million in donated services
- Registered 15,000 professional volunteers
- Served 20,000 military families
- All 50 states reached
- Mobilized a nationwide network of landscape professionals committed to giving back

Want to Help or Learn More?

Visit www.ProjectEverGreen.org for additional information, to register a military family, or to sign up as a volunteer.