



## Project EverGreen: Continuing to Make a Measurable Difference

By Norman Goldenberg, President  
Project EverGreen Board of Directors

Just six years ago, with the support of our contributors, staff and industry partners, Project EverGreen launched an effort to preserve and enhance green spaces in our communities for today and future generations.

We remain committed to winning the hearts and minds of consumers by using local grassroots efforts to carry the resonating message about green spaces throughout America—ultimately sustaining the vibrant green industry that makes it all possible.

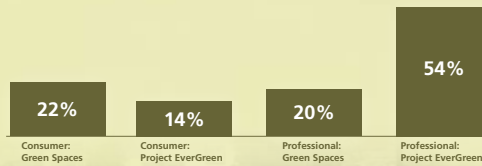
### Highlights:

- The Milwaukee EverGreen Zone launched with landscape personality, Melinda Myers, as spokesperson.
- Our third EverGreen Zone launched in North Carolina in Spring 2010.
- We officially launched Project EverGreen in Canada.
- Green industry companies are now including the Project EverGreen logo into their business and marketing materials.
- A new hosta named for Greencare for Troops goes on sale this summer.
- We continue working closely with other green industry associations to help educate consumers about how we are positively impacting green spaces.
- Holiday CD by Little Chicago is a big hit nationwide.

### EverGreen Zone Grassroots Education Program Returned in Akron, Ohio and launched in Milwaukee, Wisconsin in 2009

Independent research verifies that we continue to increase consumer awareness about the benefits of green spaces. By educating consumers through EverGreen Zones, we are changing consumer attitudes.

#### Change in Awareness:



### GreenCare for Troops Continues to Grow

- The total number of families grew by 21% in 2009.
- The total number of volunteers grew by 20% in 2009.
- Approximately 9,200 military families and more than 2,400 volunteers are involved.



### Help Us Spread the Good News About "Managed Green Spaces"

Continue your financial support of Project EverGreen because "a rising tide lifts all boats."

For more information about Project EverGreen go to [www.ProjectEverGreen.com](http://www.ProjectEverGreen.com) or call us toll-free at 1-877-758-4835.