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New Mowers Making Life a Little Easier for Military Families Back Home

BLOOMINGTON, Minn. (June 17, 2008) – Serving in Iraq is tough on family men such as Army Sgt. Addam Federoff of Clarksville, Tenn., but the stress on the family left behind is often underestimated.

The burden on the Federoff family and 14 others is being relieved – at least a little – with the delivery of a new Lawn-Boy walk-behind mower. Lawn-Boy and Project EverGreen, a national nonprofit organization, have established the “Mowers for Military Families” program for families with loved ones serving in the Middle East. Families were nominated online.

“I’m going to feel better being away knowing that my family has one less thing to worry about with a new, reliable lawn mower,” said Sgt. Federoff, who was home this spring for 18 days in the middle of a 15-month tour.

“The nominations included emotional stories about the sacrifices military families are making,” said Lawn-Boy marketing manager Rob Little. “We heard from Mrs. Federoff and others about how something that sounds simple, like mowing the lawn, is a really heavy burden for a mom with kids, no time and a broken-down mower.”

One Marine family recipient of a new Lawn-Boy in California was awarded the mower because of her selfless approach: “I would love to have a mower to not only take care of our lawn but all of my neighbors’,” she wrote. “We are all in the same situation dealing with our spouses being gone and many not having a mower. It would be wonderful to have a neighborhood mower and be able to help each other out!”

Families chosen are being shipped a Lawn-Boy® Insight™ walk-behind mower, like those available at authorized dealers nationwide. This mower was chosen because of its easy-to-use features for any family member, including an Easy-Lift bag system, adjustable handle height and simple folding for storage. For more information about Lawn-Boy, call 1-800-LBMOWER (1-800-526-6937) or visit online at www.lawn-boy.com.

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