



## MEDIA RELEASE

**1,000 Local Children to Benefit from Sports Field Renovation:  
Project EverGreen, Performance Nutrition and Natural Green Lawn Care  
Donate Healthy Turf. Healthy Kids.™ Landscape Renewal to Hazlet, NJ Youth Football Field**

*Project EverGreen and Its Partners Donate More Than \$20,000 in  
Renovations to Improve 100,000 Sq. Ft. of Playing Surfaces*

**Hazlet, N.J. (November 3, 2016)** — Project EverGreen has announced its recently completed landscaping donation to benefit more than 1,000 children in Hazlet, N.J., who will have a fully renovated sports field to play on next spring—thanks to efforts of a national non-profit organization and two locally based businesses.

As part of its *Healthy Turf. Healthy Kids.™* initiative, Project EverGreen mobilized the donation of a *pro bono* professional landscaping renovation to restore and improve the weather-damaged turf football field of the Hazlet Youth Athletic League. With the financial assistance of the Performance Nutrition division of Hazlet-based LidoChem, Inc., and Bridgewater, N.J.- based Natural Green Lawn Care volunteers, the field was fertilized, re-seeded, topsoil added, and re-graded to create a safer, greener space where children can play.

The professional landscaping contractor and supplier volunteers' donations-in-kind of expertise, materials, and services to improve the playability and safety of 100,000 sq. ft. of turf, totals over \$20,000 in value.

The Hazlet Hawks football field was re-opened in 2016 for the first time in 10 years, but an exceptionally hot summer and fall, punctuated by recurring extreme rainfall, immediately left dead turfgrass and erosion damage that required extensive renovation to correct the unsafe playing surface.

The field provides upward of nearly 1,000 Hazlet Youth Athletic League football players, cheer squads, their parents, and coaches with a greener, safer, sustainable place to play. The field renovation will also provide significant environmental, economic and healthy lifestyle benefits to Hazlet's children and their community.

"We're proud to partner with Project EverGreen on this initiative to restore our own hometown Hazlet Hawks youth athletic field for our kids," said Don Pucillo, president of LidoChem, Inc. "We're especially pleased to contribute earth-friendly and kid-safe products to produce an athletic field that is a healthy green space where our children can play sports and just be kids."

The project included aeration, reseeding, and topsoil applications to build up the unsafe runoff low spots to spec, and applications of organic soil amendments and fertilizers.

Natural Green Lawn Care in Bridgewater provided all of the equipment and labor to aerate apply the athletic turf grass seed mix, organic materials, and topsoil to fill low spots and the entire field and surrounding perimeter green space. The company also donated the purchase and delivery of a truckload of approximately 18 cubic yards, or 20 tons of topsoil.

LidoChem made a significant financial contribution to the project, is donating the athletic turfgrass seed mix, which they purchased, and their organic NutriSmart-B soil inoculant. LidoChem's employees have also committed their time to help in the renovation.

Managed parks, sports fields and recreational playing areas provide the following environmental, health and lifestyle benefits:

- Lawns and sports fields are 30 degrees cooler than asphalt; and 14 degrees cooler than bare soil.
- Parks and sports fields are gathering places that create close-knit communities, improve well-being and increase safety.
- Managed grass playing surfaces help minimize concussions and sports related injuries as well as reduce quantities or populations of mosquitoes, ticks and stinging insects.
- Physically active young people demonstrate higher academic performance at school.

Beyond Project EverGreen's mission and its programs, as well as the many other industry initiatives and educational resources, the focus of this movement is to help raise the social consciousness about creating a healthier earth for future generations.

"There's only one earth; we get only one chance at this," said Cindy Code, Project EverGreen executive director. "We're confident that as an industry, partnering with consumers, we can create an earth that is greener and cooler; and assure that we're leaving an earth to the generations to come that will contribute to the healthiness and happiness for all."

Project EverGreen's "Healthy Turf. Healthy Kids." is a nationwide initiative to revitalize parks and ballfields, to ensure children have access to safe managed green spaces on which to play and exercise. To learn how you can start a revitalization project in your community, visit [www.ProjectEverGreen.org](http://www.ProjectEverGreen.org) or call 877.758.4835.

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## **About Project EverGreen**

Headquartered in Cleveland, Ohio, Project EverGreen **Error! Hyperlink reference not valid.** ([www.ProjectEverGreen.org](http://www.ProjectEverGreen.org)) is a national non-profit organization committed to promoting the positive effects managed green spaces, including lawns and landscapes, athletic and recreational turf, and trees and parks have on the physical, mental and economic well-being of communities across the United States. Project EverGreen's initiatives include GreenCare for Troops, SnowCare for Troops and the "Healthy Turf. Healthy Kids."™

## **About Performance Nutrition**

LidoChem, Inc.'s Performance Nutrition Division was established in 1999 with a mission to develop and market "green" products and technologies for the agricultural and turf markets. The Performance Nutrition product lines of crop and turf management products are tailored to meet the ever-increasing demand for new and safer crop and turf disease control and nutritional products. <http://www.pnfertilizers.com>

## **About NutriSmart-B**

NutriSmart® -B is an environmentally friendly, patented granular soil inoculant and humate soil amendment. Organic and OMRI listed, NutriSmart-B delivers balanced NPK nutrition microbially for up to five months without leaching, and without any chemical components. How it does this is NutriSmart-B fixes nitrogen from the atmosphere and supplies it according to plant demand. It also releases locked-up phosphorus and potassium (P & K) in the soil. In this way, plants receive the NPK they need without actually adding any inputs. In addition, NutriSmart-B improves uptake of both macro and micronutrients. As an extended nutrient replacement, NutriSmart-B helps maintain adequate levels of soil nutrients, which results in improved turf color, shoot density and a higher root-shoot ratio. NutriSmart-B interacts with soil and plant roots to significantly and economically improve nutrient use efficiency and enhance the development of root systems. NutriSmart-B changes the property of the soil through the improvement of soil water holding capacity, soil friability and porosity. It also enhances the soil's chemical and biological properties such as organic matter content and beneficial microbial populations in the root zone.