

## Press Release

For Immediate Release (9/14)

### Communicators United in Call for Lawn Care Reform

JACKSONVILLE, FL—United by their common goal of reducing the impact of lawns on the environment as well as human and animal health, nine leading horticultural communicators in the United States announced the formation of the Lawn Reform Coalition, a media campaign that will provide up-to-date information for home and business owners across the country.



Using the website [LawnReform.org](http://LawnReform.org), social networking groups and downloadable materials, the members focus their message on regionally appropriate lawn species, eco-friendly care for all lawns, and design ideas to reduce or replace lawns. Some members (especially those in arid areas) are opposed to lawns, others encourage sustainable care for lawn areas, and all encourage shrinking lawns and employing lawn alternatives wherever possible.

Ginny Stibolt, author of "[Sustainable Gardening for Florida](#)," joined with the other members of the coalition to help Floridians learn how to change the way they manage their lawns. She states, "Let's work together to restore some of the 'Real Florida' by reducing lawn acreage and by reducing the use of poisons and fertilizers. In these tough economic times, why spend your time and money on unsustainable lawns?"

“With lawns covering as much as 50 million acres of our nation, requiring copious amounts of water, fertilizer, pesticides and fossil fuels to maintain, they have become a drain on precious resources that we now know we can no longer afford to waste,” said filmmaker and author [Paul Tukey](#) from Maine. “At their worst, lawns are toxic blankets that aren’t even safe for our children and pets.”

“If your lawn serves a useful purpose, like playing ball with your up-and-coming Cy Young Award winner, how about downsizing to the minimum necessary size, managing your water wisely, going fossil-free, and giving the chemicals a rest?” said [Billy Goodnick](#), a California landscape architect, writer and television host.

“People need practical ideas for managing their yards in eco-friendly ways,” said [Susan Harris](#) of Washington, D.C., cofounder of the [Garden Rant](#) blog. “The good news is we're starting to see better lawn types on the market, and more lawns - even golf courses - being cared for organically.”

Just as several Florida counties, Washington, D.C., and numerous other American municipalities consider restrictions on certain lawn and garden pesticides and fertilizers, the Lawn Reform Coalition stated several goals of its campaign, including: 1) Reduced fertilizer and pesticide runoff in waterways; 2) reduction of the use of potable water

supplies for irrigation; 3) widespread education about lawn alternatives; and 4) reduction of the use of gasoline-powered mowers, trimmers and blowers, which account for 5 to 10 percent of air pollution in summer.

“My personal goal is to share design ideas to help you think outside the lawn!” said [Shirley Bovshow](#), a designer and television host from California.

Other members of the coalition include: [Tom Christopher](#), a New York author; Tom Engelman, a [California environmental activist](#); Evelyn Hadden, a Minnesota-based public speaker and founder of the website [LessLawn.com](#); and [Susan Morrison](#), a northern California Master Gardener, designer and speaker.

“As a garden designer, I’ve seen first hand how willing people are to choose eco-friendly alternatives to lawns once they have the right information,” said Morrison. “I’m thrilled to be a part of the Lawn Reform Coalition’s mission to spread the word.”

For more information, visit [www.LawnReform.org](http://www.LawnReform.org) or contact Ginny Stibolt at 904-505-4367 (Eastern) or [gstibolt@sky-bolt.com](mailto:gstibolt@sky-bolt.com).