

Your Yard

The Hidden Benefits Of Green

(NAPSA)—When it comes to yards, the color green may be worth its weight in gold. Experts now say green matters and that the importance of keeping things green could change your mind about mowing, clipping, planting, weeding and a host of other outside tasks.

According to Den Gardner, executive director of Project EverGreen, there's growing evidence that doing these "chores" in the right way can add up to real value—not only for your bank account, but for your family, your community and the environment. If all that sounds like a tall order, you may want to take a minute to review some useful information about the many values of green space available at www.projectevergreen.com. Here's a sample from the Web site:

Cleaner Air and Water

Proper care of trees, grass and shrubs benefits everyone. For example: In a year's time, a single tree can remove 26 pounds of carbon dioxide from the atmosphere. This equals 11,000 miles of car emissions. Add up the trees in your neighborhood and you might see an even more important contribution—according to one study, an acre of trees can annually remove 13 tons of particles and gases. It's also important to have an efficient program for mowing, fertilizing and weeding your



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lawn. That's because thick, healthy turf grass acts as a natural filter, helping to clean water as it's absorbed into the plant and root zone and prevent groundwater contamination.

Lower Energy Costs

Proper planning regarding what kind of trees to plant and where to plant them can pay big dividends. In addition, your mature trees should be pruned properly to maximize shade benefits. When in doubt, seek professional advice as to the type and location of the trees you should plant and how to care for them. That's important, because one study estimates that, when properly placed to shade your home, trees can reduce air-conditioning demand by 10 to 30 percent.

Added Home Value

It's well documented that sprucing up your green space pays off in added home value. A study cited in *SmartMoney* magazine indicated that consumers value a landscaped home at a value that's up to 11.3 percent higher than its base price. In addition, *The Wall Street Journal* reported that landscaping investment is normally recovered fully and sometimes doubled by its ability to increase home value. Again, it's wise to seek professional advice to get more value from your efforts.

Showcase Your Green Efforts

To help homeowners showcase their landscapes, Project EverGreen has announced its 2008 Because Green Matters Calendar contest. Deadline for submitting photos is Aug. 31, 2007. Those selected will be the "feature of a month" on a high-quality calendar distributed nationwide. Enter online at www.projectevergreen.com.

Project EverGreen is a national nonprofit organization representing green industry service providers, associations, suppliers/distributors, media companies, other organizations and individuals. Project EverGreen's mission is to raise the awareness of the environmental, economic and lifestyle benefits of landscapes and promote the significance of those who preserve and enhance green spaces at home, work and play.