



## **Great Lakes and St. Lawrence Cities Initiative and TruGreen Partner To Improve Water Quality, the Environment**

(CHICAGO, IL) April 11, 2019 – The Great Lakes and St. Lawrence Cities Initiative (GLSLCI) is proud to announce a new partnership with the TruGreen Company, North America’s largest professional lawn care company. This important partnership will focus on educating the public in the Great Lakes and St. Lawrence Seaway region on issues related to protecting water quality, smart water use, promoting pollinator health, and the environmental and human health benefits of properly-maintained lawns and green spaces.

“We are excited about our new partnership with TruGreen because it underscores the link between properly-maintained greenspace and our ongoing efforts to protect our region’s water resources, promote pollinator health, and enhance the overall quality of our environment,” said John Dickert, President and Chief Executive Officer of Great Lakes and St. Lawrence Cities Initiative.

The importance of this partnership is underscored by the fact that the Great Lakes – St. Lawrence Basin is the largest source of surface freshwater in the world, containing over 21 percent of the world’s surface freshwater and serving as the primary water source for over 40 million people. Properly-maintained greenspace is widely known to absorb runoff that could contain impurities and potentially enter and harm important bodies of water. In addition, healthy turf and lawn surfaces help purify water entering underground aquifers as root systems and soil microbes act as filters to capture and breakdown many types of pollutants.

“One of our five core values as a company is ‘community’ and I cannot think of a better way to live that value than partnering with the GLSLCI to raise public awareness on key environmental issues like water quality, smart water use and pollinator health,” said Jeff Fedorchak, TruGreen Vice President of Corporate Affairs. “Our social value investing program has traditionally worked with local leaders seeking to revitalize their communities and we see this new public education campaign as a continuation of that commitment.”

Michelle Morin-Doyle, Chair of the GLSLCI, said: “We are delighted to have TruGreen as a new partner in our efforts to build more sustainable communities and protect our water resources and our environment. We look forward to working together on important issues which support the protection and preservation of our environment.”

The partnership will begin its initial work later this month with the posting of information covering various water resource, greenspace, and environmental management issues. Interested members of the public may access the information at <https://glslicities.org/> and at <https://www.trugreen.com/>.

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(312) 201-4518 • [www.glslicities.org](http://www.glslicities.org) • @GLSLCities  
Michelle Morin-Doyle, Deputy Mayor of Québec City, QC Chair  
Mike Vandersteen, Mayor of Sheboygan, WI Vice-Chair  
Walter Sendzik, Mayor of St. Catharines, ON Secretary/Treasurer

**About Great Lakes and St. Lawrence Cities Initiative**

The Great Lakes and St. Lawrence Cities Initiative is a binational coalition of over 100 mayors and other local officials that works actively with federal, state, provincial, tribal, and first nation governments and other stakeholders to advance the protection and restoration of the Great Lakes and St. Lawrence River.

For more information, please visit <http://glslcities.org>. Contact: John Dickert at [john.dickert@gslscities.org](mailto:john.dickert@gslscities.org).

**About TruGreen**

Memphis, Tennessee-based TruGreen is North America's leading lawn care company, serving more than 2.4 million residential and commercial customers with lawn, tree, shrub and mosquito care. TruGreen believes more life should be lived outside and is committed to providing a beautiful lawn to serve as the foundation for outside experiences and lifelong memories. As the leader in the professional lawn care industry, TruGreen helps define responsible lawn care practices, conducts industry-leading education and training for our people, pioneers new application technologies and educates our customers on proper mowing and wise-use watering techniques. Today, there are approximately 260 TruGreen lawn care branches in the United States and Canada, plus about 35 franchise locations. Go to <http://www.TruGreen.com> or <http://www.facebook.com/TruGreen> for more information about TruGreen.