



2012 PLANET Day of Service Talking Points

- The nation's lawn and landscape association, the Professional Landcare Network (PLANET), will hold its 4th annual nationwide PLANET Day of Service on **April 20, 2012**. The event will be held the Friday preceding Earth Day which takes place on Sunday, April 22.
- The first PLANET Day of Service was held on Earth Day, April 22, 2009.
- The annual PLANET Day of Service is a grassroots event that allows lawn and landscape professionals to organize volunteer projects in their own communities to beautify the grounds of schools, parks, playgrounds, senior centers, shelters, and anywhere that people enjoy green spaces.
- PLANET members have a day of service at Arlington National Cemetery every summer where they provide volunteer lawn and landscape services to beautify the cemetery. Based on the success of that project, PLANET created this day of service so that projects could be conducted in member's hometowns and as a way for the lawn and landscape industry to give back to the community and educate the public about the importance of taking care of our green spaces.
- During 2011's event, PLANET members completed approximately 200 projects in 43 states and in Canada, with more than 3,200 volunteers donating more than \$900,000 in time and services.
- Types of projects included:
 - Installation of landscapes at war memorials, elementary schools, nursing homes, homeless shelters, community parks, public housing projects, and so on.
 - Installation of new landscapes and maintenance of the yards of military families with PLANET partner, Project Evergreen and it's GreenCare for Troops program.
 - Installation of baseball fields and outdoor recreation spaces.
 - Creation of environmental education facilities at public schools.
 - Clean up of vegetable gardens.