

Synthetic Turf Becomes Latest Celebrity Trend *A-Listers and Landmarks Conserve Water While Beautifying Grounds*

The term "celebrity trend" typically conjures up images of \$5,000 handbags, private airplanes or dancing on a reality show. But the latest A-Lister must-have is actually coming right out of their backyards. A growing number of celebrities like Jessica Alba, Kristen Bell and David Basche are going green by turning to synthetic turf for their landscape needs.

"I chose synthetic grass for Jessica Alba's backyard doggie oasis and use it at clients' homes as often as possible," said Kari Whitman, celebrity designer. "The eco-friendly synthetic turf looks so realistic and stands up to pet messes, wear and tear. I also love that it eliminates the need for pesticides and fertilizers, making your yard healthier for you and your pets. Plus it saves water and some cities will even give you a rebate on your utility bill. It's a win-win."

Synthetic turf is also helping landmarks and pop culture icons beautify landscape while saving water. In contrast to its famed "grotto" and legendary parties, the synthetic grass at the Playboy Mansion looks

Designer to the stars Kari Whitman, lounging on ForeverLawn synthetic grass with Bowie



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ForeverLawn was selected for the Epcot International Flower & Garden Festival for its natural appearance, accessibility, and durability in a high-traffic environment.



serene. The Pixie Hollow Fairy Garden at Epcot's International Flower & Garden Festival featured a lush, realistic synthetic grass lawn, which was accessible for wheelchairs and walking braces, and easily withstood the event's heavy foot traffic. Disney World and Disneyland also feature synthetic turf in designated areas throughout their resorts.

Synthetic turf for landscape and recreation is one of the fastest growing segments of the market. Able to be installed in places where grass can't grow or be effectively maintained, its numerous applications include residential, commercial and municipal landscape; airport grounds; pet parks; playgrounds and rooftops. The Southern Nevada Water Authority estimates that every square foot of natural grass replaced saves 55 gallons of water per year.

About the Synthetic Turf Council

Based in Atlanta, the Synthetic Turf Council was founded in 2003 to promote the industry and to assist buyers and end users with the selection, use and maintenance of synthetic turf systems in sports field, golf, municipal parks, airports, landscape and residential applications. The organization is also a resource for current, credible, and independent research on the safety and environmental impact of synthetic

turf. Membership includes builders, landscape architects, testing labs, maintenance providers, manufacturers, suppliers, installation contractors, infill material suppliers and other specialty service companies. For more information, visit www.syntheticurfCouncil.org.

About ForeverLawn

ForeverLawn provides innovative synthetic grass products to create better landscapes worldwide. In areas where real grass is difficult to grow or maintain—due to high traffic or poor conditions—ForeverLawn offers a realistic alternative that is beautiful, functional, and durable. In addition to its landscape lines, ForeverLawn also offers specialty products including K9Grass, SportsGrass, Playground Grass, GolfGreens, and SplashGrass. ForeverLawn—Grass without limits. foreverlawn.com

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