

September 13, 2007

Memo to: Environmental Improvement Award Recipients

From: Heather Haynes, Awards Program Assistant

**Subject: AWARDS INFORMATION**

**PHOTO RELEASE:** PLANET would like the option to use photos from your award-winning project(s) for various publications, promotions, and press use. If you did not already provide the photo release with your entry, please fill out the photo release form and return it to PLANET.

**ADDITIONAL PLAQUES:** For great customer relations, many landscape contractors present award plaques to the project owner, landscape architect, etc. If you wish to order additional plaques, please fill out the Additional Plaque order form. Additional plaques will be shipped directly to you within 6-8 weeks following the Green Industry Conference.

**GOLD SEALS:** Don't miss the chance to stand out from your competition by promoting your company as a national, award-winning company. It's a great marketing opportunity!

**PROMOTION:** Be proactive and promote your accomplishment on a local or regional basis. A sample press release is provided that you may send to local press announcing your achievement. PLANET will be sending a general press release announcing all of the award recipients to national trade press.