



[Insert Company Logo]

## FOR IMMEDIATE RELEASE

### **[Company Name] to Host [Event Type] in Celebration of Landscape Career Day**

*[Company's] participation in nationwide initiative will showcase the rewarding careers available in the lawn and landscape industry to the [City/Region] community*

[City], [State] [Date] – [Company] announced today it will host a [Event Type] on [Date] in celebration of [Landscape Career Day: Grow Your Future](#), a national initiative sponsored by the [National Association of Landscape Professionals](#) (NALP), aimed at addressing the industry's workforce shortage.

[Insert information describing company. Include number of employees and number of positions the company hopes to fill in 2018. For example: [Company Name] has been supporting the community for 25 years by helping homeowners better enjoy their outdoor living spaces. Our company employs 50 professionals committed to customer service and enhancing the environment and will hire 5 more employees this year for positions including [Insert Open Positions].]

In an effort to inspire and cultivate the next generation of landscape professionals [Company's] [Event Type] will include [Insert information describing event, such as the event type and planned activities for participants.]

Supported by lawn and landscape companies throughout the country, Landscape Career Day provides participants of all ages, including students, elected officials, community groups, educators and job seekers, the opportunity to learn more about the many career paths within the lawn and landscape industry, as well as the tremendous benefits healthy lawns and landscapes provide families, communities and the environment.

“We are honored to support Landscape Career Day and offer [Region/City] community members the chance to experience the profession in action,” said [Company Spokesperson Name], [Title]. “We hope that our event will not only enhance the public's overall awareness of careers within the landscape industry, but also draw greater attention to the exciting opportunities that the profession offers, including competitive salaries, great benefits and the ability to be creative on a daily basis.”

The landscape industry employs nearly one million professionals who are responsible for the health, wellbeing and beauty of our landscapes. As the industry continues to grow, 300,000 job

openings are made available across the U.S. each year to men and women looking to flourish in rewarding careers.

For more information on how to get involved with Landscape Career Day, please visit [LandscapeIndustryCareers.org](http://LandscapeIndustryCareers.org).

**About [Company Name]**

[Insert company boilerplate and website here.]

**About the National Association of Landscape Professionals**

NALP represents an industry that employs nearly one million landscape, lawn care, irrigation and tree care professionals who create and maintain healthy green spaces for the benefit of society and the environment.

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**Contact:**

[Name]

[Company]

[Phone Number]

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