



## NEWS RELEASE

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### **Synthetic Turf Council Launches Public Outreach and Education Campaign**

*Effort meets growing need for honest information about synthetic turf*

**Atlanta, Ga.** – Recognizing the growing popularity of synthetic turf, the Synthetic Turf Council ([www.syntheticurfCouncil.org](http://www.syntheticurfCouncil.org)) is launching a public outreach and education campaign to provide the community with honest answers to their most frequently asked questions. Accurate information will be presented in layman’s terms for athletic directors, parents, school boards, parks and recreation departments, architects, landscapers, environmental groups and others interested in learning more about synthetic turf.

“We are increasingly concerned about the amount of synthetic turf misinformation – particularly in the areas of health, safety and environmental impact – that is currently being circulated,” explains Rick Doyle, President of the Synthetic Turf Council (STC). “There is a significant library of independent, current and credible research about synthetic turf that needs to be shared with the general public. Our priority is making that knowledge and other resources easily available for all interested parties.”

Key components of the outreach campaign will include enriched Web site content to showcase research and provide immediate answers to questions, the creation of educational materials and position papers on key industry topics and participation in speaking engagements. STC also plans to develop reference information for athletic directors and other interested buyers of synthetic turf sports fields.

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The organization looks forward to share openly its knowledge and findings with members, other trade associations and the natural turf industry. STC is partnering with Shira Miller Communications ([www.shiramiller.com](http://www.shiramiller.com)), an award winning boutique PR firm that helps brands nationwide educate their key audiences, to design and execute this effort.

Demand for synthetic turf fields has escalated over the past few years, with over 800 multi-use synthetic turf sports fields being installed annually in North America in schools, colleges, parks and professional sports stadiums. As the need for durable playing fields continues to escalate, especially those that don't require high water usage during times of drought, synthetic turf has become an increasingly popular solution to enhance athletic performance, deal with the issue of limited space in older cities and suburbs, and allow for multiple sports teams to practice and play on a grass-like surface.

### About the Synthetic Turf Council

Based in Atlanta, the Synthetic Turf Council was founded in 2003 to serve as an objective resource assisting buyers and end users with the selection, use, and maintenance of synthetic turf systems in sports field, golf, and landscape applications. The organization actively collects reputable studies and research, as well as official statements by governmental agencies and sports organizations, which address the impact of synthetic turf sports fields. STC members produce and install most of the synthetic turf sports fields in North America. Membership includes builders, landscape architects, testing labs, maintenance providers, installation contractors and other specialty service companies. For more information, visit ([www.syntheticurfCouncil.org](http://www.syntheticurfCouncil.org)).

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