

**To Whom It May Concern:**

I am interested in gauging the level of interest in having an Emissions-Free Lawn Care Clinic delivered in your municipality. The purpose of the clinic is to introduce residents to the use of reel mowers and other emissions-free lawn care practices.

Ideally, the clinic would be sponsored by the municipality and a local hardware store that would provide several reel mower models for demonstration. Additionally, a few local residents who already use reel mowers may volunteer their mowers for the clinic.

Over the last five years, I have enjoyed the benefits of using a reel mower and can recommend it as a viable and practical alternative (in many situations) to a gas-powered mower.

The delivery fee for the clinic is \$225 (subject to travel expenses).

Regards,

Rod Dempsey  
Atlantic EcoWorks

Note: A copy of the Power-Point presentation and links to related web sites may be found at the participant web page below.

[www.AtlanticEcoWorks.ca/reelmower](http://www.AtlanticEcoWorks.ca/reelmower)



**Benefits for Residents**

Most of us maintain green space around our homes for reasons relating to relaxation, recreation, and aesthetics. Interestingly, our lawn care practices often exhibit characteristics directly opposite to what we value about our lawns.

By going emissions-free with our lawn care practices we can not only eliminate this disso-

nance but also realize other benefits. Specifically, emissions-free lawn care is:

- Emissions-free! You will no longer be consuming fossil fuels that contribute to climate change.
- Dust-free. Manual equipment doesn't rotate fast enough to create dust.
- Quiet. It's nice to mow your lawn and listen to the birds at the same time.
- Inexpensive. Maintenance costs less and there is no need to purchase fuel.
- Healthy. Properly adjusted equipment can provide you with a pleasant workout.

**Benefits for the Municipality**

Increasingly, municipalities are implementing sustainability initiatives that typically include a strong environmental component. The promotion and delivery of an emissions-free lawn care clinic is consistent with this component and has the following benefits.

- Underscores current sustainability activities within the municipality.
- Advances the municipality's public education role and helps bring people to a common level of understanding of environmental issues.
- Coalesces public opinion in line with sustainability principles thereby aiding in the implementation of current and future sustainability initiatives.
- Demonstrates an additional way in which the municipality provides value to residents.
- Provides a media opportunity.

**Benefits for the Retailer**

As vendors of equipment, retailers have a practical role to play in helping shape our response to environmental issues. That role can be advanced and promoted by sponsoring an emissions-free lawn care clinic and can result in the following benefits.

- Communicates to the public that the retailer is concerned about environmental issues.
- Provides an opportunity to display and demonstrate emissions-free lawn care equipment.
- Provides an opportunity for staff participating in the clinic to interact with potential customers in a different setting.
- Attracts customers into the store and results in increased sales of emissions-free equipment.
- Provides a media opportunity.

