

*APRIL is...*

# National Lawn Care Month



## **POST 1: Launch**

### **Facebook:**

Lawns do more than improve how a space looks.

They help support cleaner air, reduce heat, manage water, and create more enjoyable outdoor spaces.

National Lawn Care Month is a great time to take a closer look at the role healthy lawns play in our communities.

### **LinkedIn:**

Healthy lawns provide a range of practical benefits, from supporting air quality to reducing surface temperatures and managing stormwater.

National Lawn Care Month highlights the value of well-maintained landscapes in everyday environments.

## **POST 2: AIR QUALITY / OXYGEN**

### **Facebook:**

A healthy lawn is working behind the scenes.

A 5,000-square-foot lawn can produce enough oxygen daily to support 14 to 34 people.

### **LinkedIn:**

Turfgrass contributes to air quality by producing oxygen and capturing carbon.

Even a typical residential lawn can have a measurable impact.

## **POST 3: COOLING BENEFITS**

### **Facebook:**

Grass can make a noticeable difference on hot days.

Lawns can be up to 60 degrees cooler than surrounding pavement, helping create more comfortable outdoor spaces.

**LinkedIn:**

Turfgrass helps reduce localized heat by lowering surface temperatures compared to hardscapes.

This contributes to more comfortable and usable outdoor environments.

**POST 4: WATER MANAGEMENT****Facebook:**

Healthy lawns help manage water naturally.

Grass reduces runoff and helps prevent soil erosion, especially during heavy rain.

**LinkedIn:**

Natural turf systems support stormwater management by improving water absorption and reducing runoff.

This helps protect soil and surrounding infrastructure.

**POST 5: CARBON CAPTURE****Facebook:**

Your lawn plays a role in the bigger picture.

Lawns can account for a large portion of the carbon captured in a typical suburban yard.

**LinkedIn:**

Turfgrass contributes to carbon capture as part of a balanced landscape system.

Maintaining healthy lawns supports this natural process.

**POST 6: PROPERTY VALUE****Facebook:**

A well-maintained lawn adds more than curb appeal.

It can increase home value by an estimated 10 to 15 percent.

**LinkedIn:**

Landscape condition influences property value and perception.

Maintained lawns are associated with measurable increases in home value.

## **POST 7: COMMUNITY BENEFITS**

### **Facebook:**

Lawns are where people gather, relax, and spend time outdoors.

From backyards to shared spaces, healthy lawns support everyday life in our communities.

### **LinkedIn:**

Well-maintained green spaces contribute to how people experience homes, neighborhoods, and shared environments.

Lawn care helps keep these spaces functional and welcoming.

## **POST 8**

### **Facebook:**

Cleaner air. Cooler spaces. Stronger communities.

Healthy lawns make a difference.

### **LinkedIn:**

National Lawn Care Month is a reminder of the everyday value of healthy lawns and landscapes.

From environmental benefits to community impact, lawn care plays an important role.