

MEDIA RELEASE – For Immediate Distribution

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Sue Paull
Eco Turf Farms
www.ecoturffarms.com

BEAUTIFUL TURF WITH LITTLE MAINTENANCE *Eco Smart Blend first of its kind in Western Canada*

Kelowna, British Columbia, Canada, March 15, 2011. Eco Turf Farms, a high quality turf provider in the Okanagan, would like to announce their new drought tolerant turf Eco Smart Blend™. This new blend of specially selected grasses has been grown specifically for the Okanagan climate. Eco Smart Blend™ has three unique features compared to other turfs: low water usage, less mowing, and durable.

The Eco Smart Blend™ requires less water compared to the other turfs on the market because of its extra-deep roots. Once your new turf has been established, the sod only requires watering at 1 inch per month on average depending on where you live.

This new sod also grows at a slower rate which means less mowing and maintenance. On average, Eco Smart Blend™ turf requires cutting once every two weeks.

Eco Smart Blend™ was created as a water conserving turf that is smooth and durable enough for golf courses, athletic fields, roadsides, xeriscape projects, and residential lawns.

This unique turf is only available from Eco Turf Farms and is a proprietary mix supported by Richardson Seed Company. Eco Smart Blend™ has been extensively tested in the US in areas with a similar climate, soil, and topography to the Okanagan Valley.

Eco Turf Farms, a family-owned and operated business, has been providing high quality turf to homeowners, landscapers, and municipal projects for over 35 years. By using their Robomax Brouwer Turf Harvester they can cut fresh sod daily; giving you fresh turf right when you need it. Eco Turf Farms also offers delivery options straight to your door across the Okanagan.

Along with the introducing a new product, Eco Turf Farms has also experienced some recent changes. In 2010 they changed their name from Clement Turf Farms to Eco Turf Farms to reflect the introduction of their new product. In January of this year, owners Barry & Sue Paull launched their new website, www.ecoturffarms.com The new website features information about their turf, a handy watering calculator, a square footage calculator, and articles on healthy lawn care.

The sod from Eco Turf Farms will be available starting in the spring. When asked about the addition of the new turf Sue says, "We felt there was a need in the Okanagan for an environmentally friendly turf that looked great and required less work". The Paull family looks forward to welcoming you at their farm and helping you choose the right turf for you.

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About Eco Turf Farms:

Eco Turf Farms is a family owned and operated business which has been providing high quality turf to homeowners, landscapers and municipal projects for over 35 years.

René and Irene Dureault, together with their daughter Sue and her husband, Barry Paull, purchased the family business in September 2007. In 2010, they changed their name from Clement Turf Farms, to Eco Turf Farms to reflect the introduction of their new Eco Smart Blend sod, a drought tolerant turf, environmentally friendly, specially selected blend of grasses specifically suited to the Okanagan Valley & the Kootenays.

As well as their Eco Smart Blend sod, they also offer 100% Kentucky Blue Grass, Eco Blue Blend. Eco Blue Blend is 'real grass'; a rich green grass, lush, cool with good drought tolerance, disease resistance, hardy and self healing.

Their turf is harvested with state of the art equipment, their ROBOMAX BROUWER TURF HARVESTER increases sod consistency and appearance and offers their customers "Turf on Demand" - fresh cut sod daily!

Retail or wholesale, they can take your turf straight to your door with delivery options available across the Okanagan.

For additional information please contact:

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