

## **Message for landscapers and landscape designers**

We are inviting you to join us in a new effort to help improve local water quality and the Chesapeake Bay by encouraging residential homeowners to grow some good and plant more plants. In Virginia the ***Plant More Plants*** campaign will run in Hampton Roads, Richmond and Northern Virginia starting in early May. Developed by the Chesapeake Bay Program and a number of local partners, the campaign will feature TV ads, a website, and social media channels such as blogs, Facebook and Twitter to encourage people to reduce stormwater runoff and fight erosion by planting trees, shrubs and hardy perennials.

The campaign will encourage the use of native plants, though it is not exclusively a native plant campaign. We do discourage the use of harmful invasive species.

Here's a look at the TV spots, which will give you an idea of the overall tone of this consumer focused campaign: [http://www.bcfdev1.com/vcr/roughcuts\\_20101213.html](http://www.bcfdev1.com/vcr/roughcuts_20101213.html)

While much of the campaign is geared toward the “do-it-yourself” audience we also want to provide homeowners with qualified, conservation oriented professionals that can assist as they plant more plants.

If this type of campaign matches up with your organization's goals and practices, we encourage you to sign up your business as a ***Plant More Plants*** partner.

The logo for the "Plant More Plants" campaign. It consists of the words "PLANT", "MORE", and "PLANTS" stacked vertically in a bold, green, sans-serif font. The letters have a slightly distressed or textured appearance.

## **Benefits**

Your business will benefit from TV ads that encourage people to plant more plants and drive viewers to [www.plantmoreplants.com](http://www.plantmoreplants.com) where we will list your business and link to your website. On [plantmoreplants.com](http://www.plantmoreplants.com) users will find simple, easy-to-use ideas and useful resources on how to plant trees, shrubs and perennials to help reduce runoff. They will also see a list of all participating landscapers, landscape designers and landscape architects.

In addition, businesses will benefit from the opportunity to showcase their handiwork and gain further exposure through our active Face book and Twitter accounts.

We can provide you with fliers and bumper stickers to hand out to customers. Also available for your use are the TV spots and banner ads in a format you can add to your website and artwork you can use in your print ads to show you are a *Plant More Plants* partner.

## Sign Up

The *Plant More Plants* campaign is looking for professional, conservation-oriented landscapers, designers and architects to work with residential homeowners in this campaign to help reduce the flow of nutrients in to our waters and the Chesapeake Bay. To qualify to participate, professionals should have one or more of the following credentials: VNLA Horticulturist Certification, VSLD Landscape Designer Certification, Virginia Licensed Landscape Architect or Virginia DCR Turf and Landscape Nutrient Management Certification.

In addition, by becoming a partner in the *Plant More Plants* campaign, professionals pledge that they have read, and will use as practical, the *Eight Essential Elements of Conservation Landscaping* as developed by the Chesapeake Conservation Landscaping Council:

A conservation landscape:

1. is **designed** to benefit the environment and to function well for human use;
2. contains locally **native plants** that are appropriate for site conditions;
3. has an ongoing management process to remove existing **invasive plants**, and to **manage the property** to prevent future alien plant invasions;
4. provides **wildlife habitat**;
5. promotes good **air quality** and is not a source of air pollution;
6. **conserves water** and promotes good **water quality**;
7. promotes **healthy soils**, composts plant waste on site, and amends disturbed soils to encourage native plant communities;
8. works with nature to be more **sustainable** with less input.

A listing on [www.plantmoreplants.com](http://www.plantmoreplants.com) does not constitute an endorsement by the CCLC. For more information on the council, including how to join, go to [www.chesapeakelandscape.org/](http://www.chesapeakelandscape.org/)

If you have the proper certification and agree to the eight elements, just provide the following information and we'll get you posted.

Name of business:

Contact:

Location:

E-mail:

Website:

List appropriate certifications:

\_\_\_\_ Yes, I agree with the Eight Essential Elements of Conservation Landscaping and will use them to the fullest extent practical.

Check all appropriate:

\_\_\_\_ Send me the TV spot and banner ads for my website

\_\_\_\_ Send me artwork for my print ads

\_\_\_\_ Send me handouts

\_\_\_\_ Send me more information on how to participate in the blog, Face book and Twitter posts

Send this information to BCF, the advertising agency developing the campaign, by e-mailing Eric Lonning at [elonning@boomyourbrand.com](mailto:elonning@boomyourbrand.com). Television and online advertising for the campaign start March 7. However, we can add your company's information at any time. When you sign up we will announce your partnership on Facebook and Twitter.

If you have questions please contact Gary Waugh, Virginia Department of Conservation and Recreation at [gary.waugh@dcr.virginia.gov](mailto:gary.waugh@dcr.virginia.gov).