



# Press Release

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## **MEDIA ALERT: FOR IMMEDIATE RELEASE**

### **The Alliance for the Chesapeake Bay Announces ScottsMiracle-Gro Partnership**

#### ***Scotts Miracle-Gro's "Water Positive Landscapes" Initiative to improve local waters***

**Annapolis, MD (June 9, 2016)** The Alliance for the Chesapeake Bay announces its new partnership with ScottsMiracle-Gro Company, the world's largest marketer of leading brands in lawn and garden care. The partnership is part of the ScottsMiracle-Gro Company's new nationwide *Water Positive Landscapes* initiative, an integrated program that demonstrates how consumers and communities can make a positive impact on local water resources while growing the landscape they want.

The first step for *Water Positive Landscapes* initiative was the creation of the Water Positive National Partner Network, currently comprised of 13 nonprofit organizations that are among America's leading authorities on water quality and conservation, including the Alliance for the Chesapeake Bay.

The Alliance and ScottsMiracle-Gro have developed a long-term agreement focused on two projects. Through the Alliance's *Businesses for the Bay* program, the two organizations will partner to educate consumers about the proper use of lawn and garden products. Additionally, through the Alliance's *RiverWise Communities* program, they will join forces to help homeowners throughout the Bay watershed create gardens that serve as natural rainwater catchments and filters to protect the Bay and its watershed rivers and streams.

"The Alliance is excited to be one of the initial 13 non-profit organizations selected by ScottsMiracle-Gro to be part of its Water Positive National Partner Network," says Corinne Stephens, the Alliance's Business Partnerships Manager. "We are looking forward to working with the *Water Positive Landscapes* initiative to help educate consumers about ways they can improve the Chesapeake Bay watershed and its rivers and streams through the use of correctly installed conservation landscapes and rain gardens as well as the proper use of lawn and garden products."

“Gardens can’t grow without water – and as the world’s largest lawn and garden products company, it is our responsibility to help our consumers enjoy the landscapes they want while also protecting the environment,” said Jim Hagedorn, chairman and chief executive officer of ScottsMiracle-Gro. “In order to succeed in this effort, we need the input and support of others. It is in that spirit that our team has worked for months to build partnerships with a network of water protection groups from coast-to-coast and from north-to-south. Our goal is to support their efforts and seek their input, which will be key to making continued progress in our efforts to protect the environment and to empower our consumers do the same.”

For more information about this new partnership, visit:

[http://businesses.allianceforthebay.org/2016/06/08/scottsmiracle-gro\\_water\\_positive\\_landscapes/](http://businesses.allianceforthebay.org/2016/06/08/scottsmiracle-gro_water_positive_landscapes/)

**About The Alliance for the Chesapeake Bay:**

Founded in 1971, the Alliance for the Chesapeake Bay, with headquarters in Annapolis, MD and offices in Richmond, Virginia, and Harrisburg, Pennsylvania, works throughout the Bay watershed to lead, support and inspire local action and build partnerships with individuals, communities, governments, businesses and other groups to restore the Bay watershed and its forests, rivers and streams. For more information about the Alliance, visit: <http://allianceforthebay.org>

**About ScottsMiracle-Gro Company:**

The Scotts Miracle-Gro Company is passionate about helping people of all ages express themselves on their own piece of the Earth. With approximately \$3 billion in sales, the Company is the world’s largest marketer of branded consumer products for lawn and garden care. The Company’s brands are the most recognized in the industry. In 2016, the Company ranked on Forbes 100 Most Reputable Companies in America for the second year in a row. To learn more about the Company’s commitment to water resources, visit [www.ScottsMiracleGro.com/WaterPositive](http://www.ScottsMiracleGro.com/WaterPositive).