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**Phoenix Environmental Care Updates PERKs Early-order Program for 2010**

*PERKs Program Supports Golf Industry Causes, PERKs Pak Helps Send Superintendents to 2011 GIS*

**VALDOSTA, Ga. – (October 4, 2010)** – [Phoenix Environmental Care](#) announces its 2010 PERKs (Phoenix Environmental Rewards Kustomers) early-order incentive program, which enables superintendents to financially support golf industry organizations and education simply by making product purchases. In addition to PERKs, superintendents can qualify for \$2,500 worth of travel funds to attend the 2011 Golf Industry Show in Orlando, Fla. by purchasing the exclusive PERKs Pak, a special bundle of Phoenix Environmental Care products.

With PERKs, superintendents can earn numerous rewards on qualifying Phoenix Environmental Care product purchases. Earning rewards with PERKs starts with a minimum product purchase of \$7,500. Rewards are converted into donations or sponsorships for customer-chosen, golf- or turf-related organizations, including turfgrass associations, university turf programs, local superintendents' groups or associations such as RISE<sup>®</sup>, GCSAA or Wee One Foundation. Rewards can also be redeemed for specialty turf management tools, such as a portable weather tracker, digital moisture sensor or Motorola two-way radio package, that superintendents can use on their courses.

“With PERKs, we let our customers decide how they spend their rewards. If they choose to donate it, they get to designate the organization they want to support,” said Rick Grant, director, Phoenix Environmental Care. “We’re also helping superintendents even further by providing travel and accommodation funds to attend the 2011 Golf Industry Show when they purchase a PERKs Pak. At Phoenix Environmental Care, we want to give superintendents the opportunity to receive financial support to attend this important industry event.”

Superintendents who order and pay for one [PERKs Pak](#) by December 10, 2010 will receive a \$2,500 travel and accommodations allowance to attend the 2011 Golf Industry Show in Orlando. A PERKs Pak is a pre-selected, mixed pallet of 11 of Phoenix Environmental Care's most popular plant protection products, including Kestrel<sup>®</sup> MEX, Dovetail<sup>®</sup>, Raven<sup>®</sup>, GoldWing<sup>®</sup> and Firebird<sup>®</sup> Pro, that help control pests and diseases in turf.

For more information about PERKs, please visit <http://www.PhoenixEnvCare.com/perks.html>.

For more information about the PERKs Pak, visit <http://www.PhoenixEnvCare.com/perkspak>.

For more information about Phoenix Environmental Care, please call 1-888-240-8856 or visit [www.PhoenixEnvCare.com](http://www.PhoenixEnvCare.com).

#### **About Phoenix Environmental Care**

Phoenix Environmental Care offers turf, ornamental and aquatic professionals improved formulations of the most popular and effective fungicides, herbicides and insecticides at cost-efficient prices. Phoenix Environmental Care is headquartered in Valdosta, Ga. For more information, please call 1-888-240-8856 or visit [www.PhoenixEnvCare.com](http://www.PhoenixEnvCare.com).

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