



Media Contact:

Sue Markgraf
GreenMark Public Relations, Inc.
847-9070-9160, office
847-917-9654, BlackBerry
smarkgraf@greenmarkpr.com

For Immediate Release

“A Chemical Reaction: The Story of a True Green Revolution”

Controversial Film on Lawn Pesticide Use Debuts in Chicago, March 20

CHICAGO (Feb. 22, 2010) – As thoughts begin turning to spring lawn care, Paul Tukey’s controversial environmental documentary, “A Chemical Reaction: The Story of a True Green Revolution,” makes its debut in Chicago on the heels of a triumphant tour in Canada and the U.S.

The critically acclaimed, inspirational film, which questions many of the products currently used to make lawns green and weed free, will be shown at Columbia College’s Ferguson Auditorium, 600 S. Michigan Ave., from 3 p.m. to 5 p.m. on Saturday, March 20. A panel discussion follows with Tukey and includes Rachel Rosenberg, executive director, Safer Pest Control Project; Mike Nowak, WCPT Radio host and local green/gardening expert; and Steve Neumann, co-owner, Clean Air Lawn Care Chicago.

“Lawn care in America has become unsustainable, relying on the heavy use of fossil-fuel based fertilizers and pesticides that pollute our waterways and air quality, affecting the health of people and wildlife alike,” Rosenberg says. “For more than 15 years, Safer Pest Control Project has promoted natural lawn care practices in Illinois that minimize these impacts. ‘A Chemical Reaction’ is timely because it shows why now, more than ever, we need to move away from the conventional approach toward a low-impact, naturally healthy, attractive lawn.”

“A Chemical Reaction” profiles the very public battle of Hudson, Quebec, residents to ban lawn and garden pesticides throughout their community, making it the first in North America to successfully do so. Their actions set off a chain of high-profile

- more -

“A Chemical Reaction”//Add One

court cases that culminated in the Canadian Supreme Court in 2001. Hudson won the case in a landmark 9-0 decision.

The chemical ban has reverberated throughout Canada and now the U.S. In 2006, Connecticut became the first state in America to ban lawn pesticides around school daycare centers in 2006.

Former HGTV host and founder of the U.S. nonprofit organization SafeLawns.org, Tukey appears in the film, interviewing key figures in the anti-pesticide movement in Canada and the U.S.

“Canadian doctors and the Canadian courts have looked at the toxicity associated with chemical lawn care and have banned these products in much of that nation,” he says. “Our hope is that people watch the movie and say, ‘Canada has banned these products, why do we still use them in the United States?’”

According to experts, 78 million U.S. households use home and garden pesticides, spreading 67 million pounds of synthetic pesticides on lawns annually. Americans spend \$700 million each year on pesticides for green, weed-free lawns – using three times as much on lawns per acre than on agricultural crops.

“A Chemical Reaction” is presented in Chicago by Safer Pest Control Project, SafeLawns.org, Chickity Doo Doo and Grant Park Conservancy. Suggested donation is \$10. Columbia College students are admitted free with ID. For more information, including natural lawn care best-practices and tips and alternatives for homeowners, please visit www.spcpweb.org or call 773-878-7378.

###

Safer Pest Control Project is a Chicago-based nonprofit organization dedicated to reducing health risks and environmental impacts of pesticides. Through public education and advocacy, the organization promotes safer alternatives in Illinois. Visit them on the Internet at www.spcpweb.org.

SafeLawns.org is a 501(c)(3) non-profit organization dedicated to reduction in the use of lawn and garden pesticides and synthetic chemical fertilizers. It has produced a series of high-profile campaigns since its inception in 2006.