

## FOR IMMEDIATE RELEASE

### **One Artificial Grass Proves as Real as Mother Nature**

**NewGrass™ is natural enough to get the OK from an upscale Arizona community**

SCOTTSDALE, Ariz. After years of saying no to artificial grass, a north Scottsdale community has decided that one local company's product is enough like the real thing to be allowed to grace its front yards.

Scottsdale Ranch, an upscale community of 4,000 homes, recently amended its covenants, conditions and restrictions (CC&Rs) to allow residents to install synthetic grass products distributed by Scottsdale-based NewGrass, LLC.

For years, Scottsdale Ranch, like many other communities, has argued that artificial grasses look too fake and would hurt property values.

"Scottsdale Ranch has beautifully landscaped homes, and the community wouldn't have changed its CC&Rs to allow NewGrass if our products weren't as natural-looking as the real thing," said Trevor Brooks, NewGrass Executive VP, Marketing.

NewGrass, which began business this year, is a wholesale distributor of high-quality artificial grasses.

The approval of NewGrass at Scottsdale Ranch comes while affluent communities nationwide continue to debate whether to allow artificial grasses in their front yards.

Over the years, longtime resident Gene Galinski has seen artificial grasses that looked too much like plastic.

"NewGrass is the first product we've seen that provides the appearance of a well-manicured lawn," Galinski said.

The ongoing debate goes beyond landscape aesthetics, however. Particularly in the arid Southwest, the debate also raises questions about water conservation and the simple freedom from the maintenance and care that a natural lawn requires.

**More than 50% of the average homeowner's water bill goes towards maintaining their lawn, according to the American Water Works Association.**

#### **About NewGrass**

NewGrass is a wholesale distributor of the highest quality, most competitively priced artificial grass for the broadest array of markets. Its grasses are suitable for homes, athletic surfaces, commercial landscaping, parks and other municipal uses, and roadways.

For more information about NewGrass and its products, contact the NewGrass CEO at [ggoehner@newgrass.biz](mailto:ggoehner@newgrass.biz) or by telephone at 480-467-8599.

#### **To See It for Yourself**

To see just how natural NewGrass really is, visit Pinnacle Peak Ace Hardware, 23623 North Scottsdale Road. Pinnacle Peak Ace Hardware is the exclusive distributor for NewGrass in the Scottsdale area.