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## **Project EverGreen and THE BOSS Snowplow Launch New SnowCare for Troops Program Supporting Military Families**

**IRON MOUNTAIN, Mich. (July 22, 2010)** — A new nationwide program – SnowCare for Troops – underwritten by THE BOSS Snowplow and coordinated by Project EverGreen will bring together snowplow professionals and volunteers to provide free snow removal services for military families with a spouse or family member serving in the armed forces.

Following last year’s harsh winter and record-breaking snowfalls, this grassroots initiative kicks off just in time for the 2010-11 snow season. In addition to serving as the program’s exclusive sponsor, THE BOSS will help Project EverGreen promote awareness for the SnowCare for Troops program to those seeking support and providing volunteer assistance.

“THE BOSS Snowplow is proud to offer our support to America’s military families who are making the ultimate sacrifice,” said Mark Klossner, marketing manager for THE BOSS Snowplow. “As the brand snowplow professionals have come to rely on for quality and durability for 25 years, THE BOSS sees our sponsorship of this program as a natural extension of our commitment to snowplow professionals and local communities.”

“For our military families with loved ones serving away from home, help on the home front reduces stress and eases the burden shouldered by those left behind,” explains Project EverGreen Executive Director Den Gardner. “We would like to express our appreciation to THE BOSS Snowplow for putting military families first through this community-based volunteer program. This program is a natural extension of our nationally-known GreenCare for Troops program, where free service is provided to military families in need of lawn and landscape services.”

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To kick off the SnowCare for Troops program, Project EverGreen and THE BOSS are asking snow removal and lawn care professionals and volunteers to join their ranks and sign on as goodwill ambassadors in their communities. There are many opportunities to get involved, including:

- Adopting one or two families locally by providing snow removal services throughout the winter;
- Loaning snow removal equipment to volunteers or groups; and
- Donating money, transportation or gas cards to offset snow removal and maintenance costs.

The new SnowCare for Troops program joins the four-year program, GreenCare for Troops, managed by Project EverGreen that has already provided free lawn and landscape services to thousands of military families. This program now has more than 10,000 military families in its database and is supported by nearly 3,000 green industry professionals and volunteers.

To learn more about how to support SnowCare for Troops, visit [www.projectevergreen.com/scft](http://www.projectevergreen.com/scft) or [www.bosspow.com/snowcarefortroops](http://www.bosspow.com/snowcarefortroops) or call 1-888-611-2956.

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### **About Project EverGreen**

*Project EverGreen is committed to informing the American public about the positive effects of well-maintained green spaces, including lawns and landscapes, sports turf, golf courses and parks. A 501c3 non-profit organization, Project EverGreen's mission is to preserve and enhance green space in local communities for today and future generations.*

### **About THE BOSS Snowplow**

*Since 1985 THE BOSS Snowplow has made snowplowing efficient and easy with innovative products that set new industry standards for quality, reliability, craftsmanship and performance. All BOSS Snowplows are designed, built and put to the ultimate performance test in Michigan's rugged Upper Peninsula where winters — and deep snow — are a way of life.*

*THE BOSS snow-removal products and accessories are manufactured in an approved ISO 9001:2008 registered facility and are available to professionals and homeowners through the company's nationwide network of distributors. For more information on THE BOSS Snowplow and the full line of BOSS accessories, call 800-286-4155 or visit the company's web site at [bosspow.com](http://bosspow.com).*

