

Get off the Grass!

Leading organic landscaping company brings indigenous gardens back to Toronto, just in time for city's pesticide bylaw



Aesthetic Earthworks' booth at the Green Living Show: April 27, 2007

April 23, 2007

FOR IMMEDIATE RELEASE:

Aesthetic Earthworks, one of Toronto's leading organic landscaping companies, will showcase their safe, sustainable and indigenous landscapes at the Green Living Show, April 27 -29, where 150,000 visitors are expected this year. More than 250 exhibitors will be on site, all with a common mission: to show city dwellers how to lead earth-friendly lives, all while boosting business and enriching the home.

WHAT: The Green Living Show

WHEN: Friday April 27 10 a.m. – 9 p.m.

Saturday April 28 10 a.m. – 9 p.m.

Sunday, April 29 10 a.m. – 6 p.m.

WHERE: The Direct Energy Centre, Exhibition Place, 100 Princess' Boulevard, Toronto

Aesthetic Earthwork's Campaign to get Torontonians "Off the Grass" –

Grass is not natural to Toronto. No wonder it's so needy.

Demanding sunny, moist and mild conditions, a rarity in this city, grass needs regular aeration, fertilizing, weeding and seeding. It also falls victim to many of Ontario's woodland pests, like cinch bugs and grubs. Hands down, grass is one of the highest-maintenance and resource-draining materials we can plant, responsible for most of Toronto's pesticide, herbicide and chemical use.

The potential health risks associated with exposure to pesticides are well documented: major ones include neurological and skin diseases, reproductive disorders, leukemia and non-Hodgkins lymphoma.* Today, Toronto's pesticide by-law restricts the outdoor use of pesticides on public and private property. Public Health inspectors can now issue a \$255 ticket, or even serve a summons for non-compliance that carries a fine of up to \$5,000.**

Aesthetic Earthworks provides alternatives to unsustainable, and unnatural, landscapes – like grass – with hardy, native sods. The ground covers in Aesthetic Earthworks' repertoire are not only native and easy to maintain, but also fragrant (Purple Carpet Thyme), edible (Bunchberry), flowering (Sweet Woodruff), and evergreen (Japanese Spurge).

"This year, many homeowners will see why grass is not a viable option for beautiful landscapes," says Claire Suo-Cockerton, founder of Aesthetic Earthworks.

"We are excited to showcase some of our organic gardening solutions for the urban landscape. Our low maintenance gardens are cost-effective and appealing to environmentally conscious property owners, who will in turn see their home investment increase in value by eight to 15 per cent."

The crew will be on-site giving tips on organic gardening practices and design using plant species indigenous to Ontario, from the colourful Bugle Flower to the lustrous, dark Wintergreen. They'll also host a random draw for one of their decadent urns, which are sprouting all over Toronto's storefronts, balconies and decks.

About Aesthetic Earthworks:

Aesthetic Earthworks is a landscape design, construction and organic garden care company. We are a small close-knit group, focused on delivering safe, quiet, environmentally friendly service. We believe in human responsibility and conscientious labour: we do not use noisy, polluting, gas-powered machinery. We are a member of the Organic Landscape Alliance, Better Business Bureau, Landscape Ontario and Canadian Organic Growers.

CONTACT:

The Green Living Show: 416-360-0044 x 611 <http://www.greenlivingshow.ca/>

Aesthetic Earthworks: Claire Suo-Cockerton

Office: 416-925-4932, Mobile: 416-428-9995 www.aestheticearthworks.com

*Source: http://www.toronto.ca/health/pesticides/health_effects.htm

** Source: http://www.toronto.ca/health/pesticides/bylaw_qa.htm