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A Chemical Reaction Premieres in Houston

Film Questions the Use of Lawn Chemicals

HOUSTON, TX, February 15, 2010--The spring lawn and garden season is just around the corner. And so begins our annual “green obsession.” Synthetic fertilizers and pesticides make up the arsenal that millions of Texans use to keep their lawns green and weed free. *A Chemical Reaction*, the critically acclaimed, yet controversial, documentary film will challenge that practice when it premieres in Houston on Tuesday evening, March 9, 6:00—8:00pm at the United Way, 50 Waugh Drive, Houston 77007. Admission is \$10.00 at the door. **Paul Tukey**, nationally known expert on organic lawn care management and executive producer and narrator of the film, will be there to introduce the film. **Tukey** is author of the best-seller *The Organic Lawn Care Manual* and founder of SafeLawns.org, a non-profit organization dedicated to promoting natural lawn care and ground maintenance. Hosting the screening are the Organic Horticulture Business-Education Alliance (OHBA), a committee of Urban Harvest; TX AgriLife Extension/TX Sea Grant’s WaterSmart Program; and the Jacob and Terese Hershey Foundation.

The film documents the journey of Hudson, Quebec, the first municipality in North America to ban common lawn and garden pesticides nearly two decades ago. The town of 5,088 people was subsequently sued by one of the world’s largest lawn care companies. Surprising many, the little

town won all court challenges all the way to the Canadian Supreme Court in 2001. The feature length film centers attention on numerous scientists, doctors and lawn care professionals who debate the risks associated with weed and insect control products. After drawing rave reviews and winning awards at film festivals in 2009, *A Chemical Reaction* quickly drew the support of numerous organizations eager to reduce toxic chemicals from the environment. As expected, the film also attracted the ire of representatives from the billion-dollar chemical lawn care industry in a widespread email campaign launched after the release of the film last fall. Regardless of where Texans stand on this issue, the film is an important part of the debate on how we care for our lawns. *A Chemical Reaction* is currently on a North American tour. **Tukey** says, "I'm just trying to show people a different, sustainable way of caring for the American landscape."

Light refreshments will be served courtesy of Ruggles Green™.

For more information:

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