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For Immediate Release

PLANET AEF Announces New Ambassadors

HERNDON, Va., February 25, 2014 — PLANET is pleased to announce the addition of three companies as the newest [PLANET Academic Excellence Foundation](#) (PLANET AEF) Ambassadors. Each of the following companies recently pledged \$25,000 to the Foundation, which awards scholarships to students enrolled in landscape contracting and/or horticulture programs at two-year or four-year colleges and universities:

- James River Grounds Management, Glen Allen, Va.
- Jeffrey Scott and Corine Koornhof, Jeffrey Scott Consulting, Trumbull, Conn.
- Pacific Landscape Management, Hillsboro, Ore.
- Fullmer's Landscaping, Dayton, Ohio (through the OLNA/ AEF State Association Partnership)

"PLANET AEF thanks our newest ambassador companies for their generous support," said Tom Fochtman, Landscape Industry Certified, PLANET AEF president. "Their generous gifts will have a huge impact on the lives of many students, as well as on the industry as a whole."

PLANET AEF is halfway through its five-year campaign, developed by the PLANET AEF Board of Directors, to raise the fund balance from \$2 million to \$5 million over the course of five years. To date, the fund has grown to \$3.7 million.

The Foundation recently launched a new website www.planetaef.org which showcases the work of the foundation and makes it easy to donate. In addition to Ambassador-level contributions, donations are accepted throughout the year at any level and are tax-deductible. For more information about the [PLANET AEF scholarship fund](#), call 800-395-2522 or visit [PLANET's website](#).

About PLANET AEF:

PLANET AEF is a \$3.7 million nonprofit foundation that provides academic scholarships to promising students aspiring to be landscape industry professionals. Since its inception, PLANET AEF has provided scholarships for 720 students totaling more than \$730,000. Donations to the 501(c)3 foundation are tax-deductible. Visit PLANET AEF at www.planetaef.org.

ABOUT PLANET:

[PLANET](#) is the national trade association representing more than 100,000 landscape industry professionals, who create and maintain healthy, green living spaces for communities across America. PLANET members are committed to the highest standards in industry education, best practices and business professionalism. Many of PLANET's professionals have attained the status of becoming [Landscape Industry Certified](#), achieving the greatest level of industry expertise and knowledge. Visit PLANET at www.landcarenetwork.org.