



FOR IMMEDIATE RELEASE

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## **LAWRENCE UNIFIED SCHOOL DISTRICT SELECTS GAMEDAY GRASS™ 3D FROM ASTROTURF® FOR EIGHT NEW ATHLETIC FIELDS**

### *Lawrence and Free State High School Get New, Advanced Synthetic Turf Systems*

**RALEIGH, NC. (March 18, 2009)** – Lawrence Unified School District (USD) selected GameDay Grass™ 3D by AstroTurf®, one of the most advanced synthetic turf products, featuring best-in-class performance benefits, and characteristics that closely mimic the look and feel of natural grass, for eight district athletic fields. Installation of the new synthetic turf football, soccer, baseball and softball fields at Lawrence High School and Free State High School, is underway by AstroTurf®. In addition to the renovation of the athletic fields, AstroTurf® will install its XPLODE™ polyurethane competition track system and new tennis courts at Lawrence High School this summer.

For district officials, the decision to select GameDay Grass™ 3D from AstroTurf® was simple.

“There were a number of factors that proved GameDay Grass™ 3D was the best product for Lawrence USD,” said Tom Bracciano, division director of operations and facility planning. “The proprietary Root Zone® aiding with traction, Sustain™ all rubber infill eliminating sand that hardens over time and scientific data on player performance and safety made it clear GameDay Grass™ 3D from AstroTurf® was the best choice for our high schools and community.”

The eco-friendly benefits and AstroTurf®’s “green” manufacturing initiatives also came into play for the environmental conscious town. The new synthetic turf fields remove the need for fertilizers, pesticides and herbicides and cut down on pollution resulting from gasoline-powered motors.

“We take great pride in having the opportunity to work with Lawrence Public Schools to provide innovative, durable and safe playing surfaces for the athletes and community groups to use,” said GSV CEO Jon Pritchett. “Lawrence made it clear they wanted nothing but the best for all the new sports venues and we are proud they selected the GameDay Grass™ 3D system by AstroTurf®.”

AstroTurf® is the approved synthetic turf and athletic supplier of the U.S Communities Government Purchasing Alliance™, a nonprofit organization that helps government agencies, school districts (K-12), higher education, and other nonprofits reduce the cost of purchased goods by pooling the purchasing power of public agencies nationwide. As a registered participant of U.S. Communities, Lawrence USD benefited from the variety and quality of products and services offered by AstroTurf®.

Work on the new football fields at each high school has wrapped up and installation of the turf for the baseball fields is in progress. All remaining elements of the project including the construction and installation of the track system and tennis courts will be completed this summer.

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## **About AstroTurf®**

The iconic AstroTurf® brand offers advanced, state-of-the-art, multi-sport and specialized synthetic turf systems with proprietary engineered technologies, leveraging the industry's only vertically integrated manufacturing system. The relaunch of AstroTurf®, including the enlistment of football legend Archie Manning as ambassador for the brand, has positioned it again as the leading innovator in the synthetic turf industry, with a growing number of high schools, colleges, professional sports teams and municipalities selecting AstroTurf®-branded products for their premium quality, technical superiority and safety. AstroTurf® is a registered trademark of Textile Management Associates, Inc.

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