

Sample Press Release – New Product

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For Immediate Release

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PRESS RELEASE

Virtual Landscaping Arrives to Kingston Area

Kingston, IL – Evergreen Landscaping and Lawn Care, 1400 Appleton Way, will introduce virtual landscaping technology to the Kingston, IL area beginning March 15, 2006. Virtual landscaping enables property owners the ability to preview landscaping before it is planted.

Says Evergreen Landscaping and Lawn Care owner, Eric Williams, “Photographs of a customer’s property will be loaded into a computer. Then, as we sit down and build a personalized landscape design, the client can add a tree or subtract a shrub – ending up with a design to fit his or her budget.”

Williams explains that the Virtual Landscaping session costs \$500, but there is no obligation beyond the session. “Clients can save the plan or put it to use right away,” says Williams. “If they call by mid-April, we can take their plan from computer screen to backyard reality by this summer.”

Additional information about virtual landscaping can be obtained by calling 555-345-7843 or visiting <http://www.evergreenlandscaping.com>. Evergreen Landscaping and Lawn Care has served Kingston-area residents since 1965. Brothers, Eric and Matthew Williams, are second-generation owners.



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