

Pest Management

PROFESSIONAL



Events

RISE set to 'Debug' the West Coast

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WASHINGTON — Debug the Myths, a consumer education program sponsored by Responsible Industry for a Sound Environment (RISE), is hitting the road once again to help people understand the benefits of pesticide and fertilizer products. The campaign will engage consumers in Fresno, Stockton and Sacramento, Calif., through its fun, educational activities designed to help people understand the benefits of pest management and plant health products. Planned activities, which will kick-off June 9 and wrap-up June 19, include:

- "Team Up to Clean Up" events at local Boys & Girls Clubs designed to give club members the opportunity to gain hands-on landscaping experience while learning about the value of maintaining outdoor spaces.
- Educational sessions at local garden centers teaching consumers about numerous topics including mosquito and tick control, pest management and pets, and how to read product labels as a first step to selecting the right product.
- Fun, memorable activities encouraging further online engagement with Debug the Myths, such as green screen photos and an online quiz designed to answer the question, "What Pest Are You?"
- Behind-the-scenes tours for local media at minor league baseball facilities and golf courses.

Aaron Hobbs, president of RISE, said the events help informed consumers realize the value pesticide and fertilizer products provide to their homes, families and communities.

"The use of pesticide and fertilizer products is not a top-of-mind topic for most consumers, which means many are unaware of the numerous insects, weeds and rodents controlled by these products, as well as their contributions to our safety and well-being. The Debug the Myths activities are designed to give people a reason to think about the benefits of pesticides and fertilizers while creating a memorable experience to help them remember what they learned," Hobbs said.

More information about the West Coast activity is available at DebugTheMyths.com. Updates are also available on the Debug the Myths Facebook page and Twitter feed, @DebugtheMyths.

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