



For Immediate Release

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Historic Site Gets Restoration Boost from Garden, Pest Control Executives

Washington D.C. (September 6, 2007) – The pristine eight-acre estate at New Orleans' national historic landmark Longue Vue House and Gardens was completed in 1964 and immediately became a symbol of the city's cultural magnificence. On September 6, two years into the struggle to repair the grounds following the flood and wind damage of Hurricane Katrina, volunteers from the biggest names in the turf, pest control and gardening industries worked with Longue Vue staff to bring the dream of restoration a few steps closer to reality.

RISE (Responsible Industry for a Sound Environment)®, a national trade association of pesticide and fertilizer formulators, distributors and manufacturers, provided resources, muscle and 20 of its members for an afternoon's work during their 17th Annual Meeting to help Amy Graham, Longue Vue head gardener, bring back the beauty.

"Longue Vue is a historic part of New Orleans' heritage, an important place for children to learn and explore, and a wonderful green space for the public to enjoy," said Karen Reardon, director of communications and grassroots at RISE. "Our members represent some of the biggest names in turf and lawn care products, and the opportunity to get our hands dirty, our boots muddy and our backs a little sore is something we're proud to be a part of."

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Representatives from Bayer, PBI-Gordon, Simplot, Syngenta and many more went to work under Graham's guidance to replant, resurface and maintain part of Longue Vue's eight-acres, which lost some 60 percent of its plants to the flooding and wind damage of August 2005. Graham was one of five Longue Vue gardeners prior to the storm, but is the only one who returned to make her home in New Orleans and tackle the clean up effort.

"With the help of our volunteers, we are slowly recovering and beginning to replant, but we have neither the budget nor the staff yet to get back to the way things were," Graham said. "Thanks to the many individuals and groups like RISE that have made contributions, we are making progress, but there is still plenty of work to do."

With the aid of grants, volunteers and sponsorships from different preservation groups, Graham and Longue Vue have begun a landscape renewal project aimed at restoring the grounds according to their original plans, developed in the 1930s by renowned master gardener Ellen Biddle Shipman.

"Hopefully when all is said and done, we will have something just as beautiful as what we all remember from the summer of 2005," Graham said.

One day and one plant at a time, Longue Vue is beginning to resemble the way it was when first opened to the public in 1964, but full restoration is a goal that will take some time to achieve.

"RISE advocates every day on behalf of the lawn and garden, turf and pest management products that produce results for do-it-yourselfers and professionals," Reardon said. "Projects like Longue Vue remind us all how important our efforts are along with the real impact of beautiful, safe green spaces in a community."

Visit the Longue Vue website at www.longuevue.com for more information about the national historic landmark, its summer programs for children or instructions how to make a donation toward the restoration effort.

About RISE

Located in Washington, D.C., RISE is the national association representing the manufacturers, formulators, distributors and other industry leaders involved with pesticide products and fertilizers used in turf, ornamental, pest control, aquatic and terrestrial vegetation and other non-food/fiber applications. Visit the RISE website at www.PestFacts.org