

## ONTARIO HOMEOWNERS MAY BE IN AN UNHEALTHY RELATIONSHIP WITH THEIR LAWN CARE EQUIPMENT

**TORONTO – April 20, 2009** – More than half (57%) of Canadians with a small-sized lot have yet to meet their perfect lawn care match says an Ipsos Reid survey released today, conducted on behalf of The Home Depot Canada and Clean Air Foundation<sup>1</sup>. According to the results, 72 per cent of Ontarians are dealing with a mate that is high maintenance, blows a lot of smoke and has different long-term goals<sup>2</sup> – but what do you expect from a gas-powered lawnmower?

This spring, The Home Depot Canada and Clean Air Foundation are urging Ontario residents with old gas-powered lawn care equipment to meet their new mower through Mow Down Pollution, a national customer-engagement program designed to encourage and reward Canadians for permanently retiring their high-polluting gas-powered lawn care equipment. By turning in their old lawnmowers, trimmers, chainsaws and leaf blowers, Ontarians can find true happiness in a mate that is low maintenance and a real breath of fresh air.

“When Ontario residents think of the emissions they produce through their daily activities, they might think about their cars or the energy consumed to heat their homes, not about their lawn care equipment,” said Fatima Dharsee, Acting Executive Director of Clean Air Foundation. “The truth is that a standard gas mower can emit the same amount of common air pollutants in one hour as driving a new car almost 500 kilometres. In order to improve the air we breathe, we need to replace these old gas-powered units with environmentally-preferred alternatives.”

The small two-stroke gas engines found in lawnmowers, trimmers, leaf blowers and chainsaws are a significant source of greenhouse gas and smog-forming emissions. Environment Canada estimates emissions from non-road sources, such as lawn and garden equipment, comprise approximately 20 per cent of all smog produced by mobile sources in Canada. Additionally, more than half (57%) of Canadians with a small lot are using the wrong lawnmower for the size of their lawn – a gas-powered lawnmower for a small city lot. This contributes unnecessary emissions, as the lawn could easily be mowed using a push reel mower causing no harm to the environment. What’s even worse is that more than 1 in 4 Ontarians (26%) have potentially been with the wrong lawn care mate for at least 10 years.

But now they have options! Thanks to Mow Down Pollution, consumers who turn in their old gas-powered lawnmowers, trimmers, chainsaws or leaf blowers to any The Home Depot Canada store between April 23 and May 3 will receive an instant rebate of up to \$100 on the purchase of an environmentally-preferred lawn care alternative. Additionally, the Clean Air Foundation will be in stores helping customers meet their perfect lawn care mate, providing important information on lawn care products and will ensure that all units retired through the program are recycled in the most environmentally responsible manner.

“Mow Down Pollution is an incredibly easy way for anyone who cares about their lawn to do their part for the environment,” said Gino DiGiacchino, VP of Merchandising at The Home Depot Canada. “The Home Depot recently sponsored the development of a Canadian Green Home Index which revealed that Canadians want to make more environmentally responsible choices but lack the knowledge and support required to do that. Our Mow Down Pollution program provides consumers with the education they need to make a better choice and a quick and easy way to recycle their old lawn care equipment. The Home Depot Canada also gives consumers an instant incentive so they can make the responsible choice and lessen the burden on their wallets as well as the environment.”

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<sup>1</sup> Fifty-seven per cent of Canadians with a small-sized lot are using a gas-powered lawnmower (Ipsos Reid 2009)

<sup>2</sup> Seventy-two per cent of Ontario homeowners use a gas-powered lawnmower (Ipsos Reid 2009)

This year, Mow Down Pollution participants will be eligible to receive an instant rebate on one of over 20 eco-friendly products from eight categories, including cordless and corded electric mowers, push reel mowers and cordless electric trimmers, hedge trimmers, blowers and chainsaws. New this year, some The Home Depot Canada locations are also offering a rebate on a ride-on electric mower. Mow Down Pollution is urging Ontarians to visit [www.homedepot.ca/meetyourmower](http://www.homedepot.ca/meetyourmower) to find their match.

Since the program's inception in 2001, Mow Down Pollution has helped more than 26,800 Canadians retire their old lawnmowers and trimmers and meet an environmentally-preferred alternative, resulting in the reduction of 748 tonnes of greenhouse gas and smog-forming emissions.

**About Clean Air Foundation:**

Clean Air Foundation is dedicated to developing programs that focus on improved air quality and preventing climate change through a simple model of public engagement and reward. All programs drive societal participation and promote behavioural change by making better environmental choices easy, contributing to a sustained positive and measureable impact on the environment.

**About The Home Depot Canada:**

Founded in 1978, in Atlanta, Georgia, The Home Depot is the world's largest home improvement retailer, currently operating 2,278 stores, including 178 The Home Depot stores across Canada. In fiscal 2008, The Home Depot had sales of \$71.3 billion and earnings from continuing operations of \$2.3 billion. The company employs more than 300,000 people, including more than 28,000 Canadians.

**About the Survey:**

These are the findings of a poll conducted on behalf of The Home Depot Canada and the Clean Air Foundation from March 27-31, 2009. This online survey of 1407 Canadian homeowners was conducted via the Ipsos I-Say Online Panel, Ipsos Reid's national online panel. The results of this poll are based on a sample where quota sampling and weighting are employed to balance demographics and ensure that the sample's composition reflects that of the actual Canadian population according to Census data. Quota samples with weighting from the Ipsos online panel provide results that are intended to approximate a probability sample. Statistical margins of error are not applicable to online polls, however, an unweighted probability sample of this size, with a 100% response rate, would have an estimated margin of error of +/- 3.1 percentage points, 19 times out of 20, had the entire adult population of Canadian homeowners been polled.

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