



**FOR IMMEDIATE RELEASE**

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**SCHERERVILLE, IN ADOPTS POO FREE PARKS® PROGRAM**

Denver, CO (April 18, 2012) – Poo Free Parks®, a privately-held company providing environmentally-responsible pet waste supplies and services to local communities, announces that the Town of Schererville, Indiana is the latest community to join its eco-friendly dog waste program. The agreement is expected to save the Town of Schererville up to \$10,000 annually.

Poo Free Parks® will install eco-friendly pet waste dispensers and biodegradable bags at 30 sites throughout the Town of Schererville by mid-May, including parks, open spaces and trails -- committing to keeping outdoor spaces clean and enjoyable for all visitors and their pets. The Town of Schererville is following in the footsteps of communities throughout the Country, including cities and districts in Colorado, California, Oregon, and the Chicago-area, who are currently participating in the program.

“The Schererville Park Department is thrilled to be the first park agency in the state to partner with Poo Free Parks. This is a great opportunity to provide dog owners who use the parks and trails with a convenient resource that will allow them to be responsible owners and yet not have an impact our operating budget,” says John Novacich, Schererville Park Superintendent.

Poo Free Parks® currently serves more than 275 parks throughout the U.S. with its eco-friendly pet waste program. The program includes the installation, supply, and upkeep of pet waste bag dispensers made from 100 percent recyclable aluminum, filled with 100 percent biodegradable bags designed to naturally deteriorate within 18 months. The dog waste dispensers are maintained weekly by crews driving hybrid vehicles. The

service is funded through sponsorships by like-minded businesses and organizations that are publically recognized for their support on signage attached to each station. Subaru of Merrillville is a founding sponsor for this market, covering costs for the maintenance and supplies at stations in the Town of Schererville.

“We’re excited about the partnership with the Town of Schererville and Poo Free Parks to sponsor their efforts to keep their parks clean,” said Subaru of Merrillville General Manager Tom DeCavitch. “Most of our employees and customers are dog owners and we share a common concern for the environment and for the community. We hope this program expands to as many parks and communities as possible.”

According to reports, more than 2.1 million biodegradable bags have been used at participating parks, which equates to over 272,213 pounds or 136 tons of pet waste that has been collected by dog owners using earth-friendly supplies provided by Poo Free Parks®.

“We are thrilled that the Town of Schererville has joined the Poo Free Parks® movement to combat the issue of pet waste in our parks and waterways in an eco-friendly manner while helping to lower the budgetary burdens of our governmental agencies,” says Poo Free Parks® founder and president, Bill Airy. “The success of the program proves that doing business in an environmentally- and socially-responsible manner can be a win-win situation for all. We applaud the forward-thinking municipalities and sponsors, including the Town of Schererville, Subaru of Merrillville and Smart Dogs Training and Lodging who’ve joined a great cause and look forward to expanding our reach to more communities throughout the Midwest and the U.S. as interest in the program continues to grow.”

“Poo Free Parks was such an exciting addition to parks that cater to dog owners. As a current sponsor of the program, I have to say that they are a very good company and take great care of their clients,” says Ian Dilworth of Smart Dogs Training and Lodging with partner, Kristy Dilworth. “As dog trainers, they solved an issue we deal with on a regular basis.....walking through a Poo Free Park!”

This is the first such partnership in the State of Indiana. Approximately 50 other markets across the U.S. are currently considering the Poo Free Parks® program for implementation.

### **About Poo Free Parks®**

Poo Free Parks® is a privately-held company providing eco-friendly pet waste supplies and services to communities throughout the U.S. The company is dedicated to keeping parks and waterways clean and beautiful in an environmentally-, fiscally- and socially-responsible manner, providing employment opportunities to members of the community and bringing value and recognition to sponsorship partners. For more information, please visit [www.PooFreeParks.com](http://www.PooFreeParks.com).

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