

RUN THE FAIRWAY

10K
5K

+ FAMILY FUN RUN



8:00 AM - 1:00 PM
MARCH 27, 2021



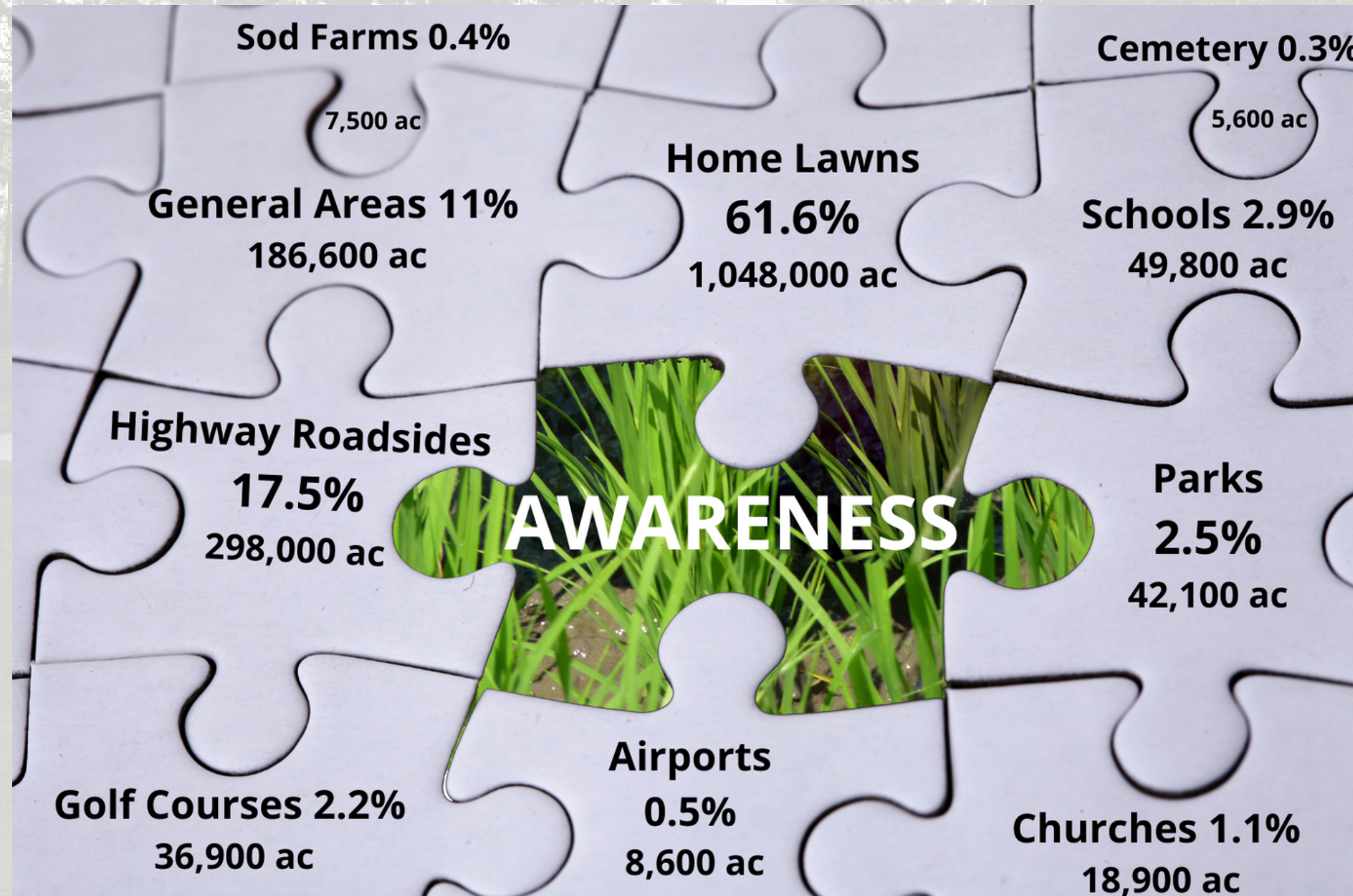
OUTDOOR "LIVING" FESTIVAL

Landscape • Grass • Soil • Weed • Experts & Vendors
+ FUN FOR THE WHOLE FAMILY!

Benefitting the Virginia Tech School of Plant & Environmental Sciences.
www.vaturfgrass.org 757-585-3058

The Virginia Turfgrass Foundation is a 501(C) 3 non-profit organization. All donations are 100% tax-deductible. Tax ID #54-1503158.

CONSUMER TURFGRASS




Virginia Turfgrass FOUNDATION #TURFGRASSFACTS

WHAT IS TURFGRASS?

- ✓ Natural grass
- ✓ Your home lawn
- ✓ Golf courses
- ✓ Athletic fields
- ✓ Parks
- ✓ Roadsides

Virginia Turfgrass FOUNDATION #TURFGRASSFACTS


REDUCES ALLERGENS



- ✓ Regular mowing helps reduce pollen production

Virginia Turfgrass FOUNDATION #TURFGRASSFACTS


HEALTH & GREEN SPACE



- ✓ Improves mental health
- ✓ Reduces stress
- ✓ Lowers blood pressure
- ✓ Quicker recovery

Virginia Turfgrass FOUNDATION #TURFGRASSFACTS

NOISE REDUCTION




- ✓ Healthy grass absorbs sound, reducing noise up to 40%

Virginia Turfgrass FOUNDATION #TURFGRASSFACTS


OFFSETTING CARBON

The oxygen created by one grass soccer field can offset the carbon produced by a car driving 3,000 miles.



Virginia Turfgrass FOUNDATION #TURFGRASSFACTS


NATURAL COOLANT



- ✓ Regulates temperature
- ✓ 15-30 degrees cooler than other surfaces

Virginia Turfgrass FOUNDATION #TURFGRASSFACTS

INCREASES HOME VALUE




- ✓ Beautiful landscaping raises property values up to 17%

Virginia Turfgrass FOUNDATION #TURFGRASSFACTS

TURFGRASS...

CLEANS THE AIR YOU BREATHE

Lawns play a vital role in capturing dust, smoke, particles, and other pollutants. Specifically, turfgrass leaf tissue traps an estimated 12 million tons of dust and dirt each year, according to the STMA Institute.



Virginia Turfgrass FOUNDATION #TURFGRASSFACTS

PREVENTS EROSION



- ✓ Turfgrass protects soil from erosion









VTF Report



Virginia Turfgrass FOUNDATION

March 27, 2021 was a great day to be at the Kingsmill Resort's River Golf Course! We had perfect spring-time weather to kick off the Virginia Turfgrass Foundation's inaugural Run the Fairway Outdoor Living Festival.

We saw 170 registered participants come out to run-walk-jog this challenging yet beautiful fairway course, overlooking the James River. Our race director at Colonial Sports created the 5k and 10k route options and Gym Guyz in Williamsburg managed the Mini Fun Run on the 18th fairway. Overall, the feedback about the event and courses was positive, leaving participants excited to come back next year.

The Outdoor Living Festival portion of the event highlighted the Virginia Tech Turfgrass Team and the many consumer friendly demonstrations they provided as well as vendors related to landscape, outdoor living and more. Our goal for the event was to create something new that could bring awareness of the environmental and health benefits turfgrass provides, while raising funds to support turfgrass research.

Without the support of the VT Turfgrass Team and our many vendors, sponsors, and the volunteers from the Rotary of James City County Satellite Club on-site, we could not have had the success that we did. With the combined excitement from both the run and the festival, we had approximately 500 people join us throughout the day!

Sending a huge thank you to our sponsors Virginia Green, Dominion Energy, The Optimal Service Group of Wells Fargo, Huntington Ingalls Industries, Colonial Sports, Gym Guyz-Williamsburg, Custom Gardens, Budget Blinds, BASF, Buy Sod, Joint Caddie, Harris Teeter, UPS Store-Williamsburg, Virginia Living Magazine, Towne Bank, Titan Rx Tall Fescue, Kingsmill Resort, Bennett's Greek Nursery, Easton Outdoors, Davey Tree, Colonial Soil & Water Conservation District, Savand Photography, Courtney Gilmore Realtor of Howard Hanna, Murawski Photography, Fred Smith Realtor of Liz Moore & Associates, Target Williamsburg East, Home Depot-Williamsburg and Kathy Keene Broker/Realtor of Keene Woods Realty.

The Virginia Turfgrass Foundation is a 501c3 non-profit organization. Any fundraising we do and any donations we bring in go to support the Virginia Tech Turfgrass Team and their turfgrass research project needs. We manage an endowment to ensure research has funding for the future. With the support of the industry and now consumers and non-industry corporations, we look forward to future events and outreach opportunities that allow us to grow research throughout the commonwealth and beyond. If you have an idea or would like to have an event at your golf course or location, give us a call and let the VTF help! 🌱





Run the Fairway Statistics

Registered Participants: 178

Festival Attendance: 500

Total Sponsors: 35

- Industry Sponsors: 7

- Non-Industry Sponsors: 28