

Each year the Direct Gardening Association (DGA; formerly the Mailorder Gardening Association) recognizes outstanding new garden products available by mail or online via the Green Thumbs Awards (GTA) program.

Some of the benefits of participating in the Green Thumb Awards program are:

- Winners are promoted via press releases, expertly administered by Schultz Communications, to Garden Writers, Gardening Magazines, Garden Industry Periodicals and online gardening sites.
- New products receive greater visibility and brand recognition more quickly than they might otherwise get.
- DGA members testify that when their products receive the Green Thumbs Awards, incremental sales are usually 10-20% higher (or more in some cases) than new products that did not receive the award.
- Companies who win the Green Thumb Award may in turn use the GTA logo in their catalog, on their websites and in other print media to help further increase sales.
- Companies are recognized and honored by their peers as providing award-winning, quality and innovative products to the gardening community.

If your company has an exciting, new product for 2012 that is for sale to the general public after July 1, 2011, there is no better way to promote it than by entering the Green Thumb Awards program!

It's Easy, It's Quick, and Winning Can Increase Sales to Your Company!

The deadline for entries is fast approaching: **September 19, 2012.**

Please visit the [Green Thumb Awards](#) page on the DGA website for entry forms and information on the call for entries. If you have any questions about this program, please contact the program administrator, Randy Schultz, Schultz@schultzpr.com, 505-822-8222

Don't wait! We look forward to seeing what fabulous, new products your company is providing!