**Media Contact: <**Franchisee Name(s), The Grounds Guys of <DBA>, <Phone number – (area code) XXX-XXXX or <owner email>

*FOR IMMEDIATE RELEASE*



**Local Grounds Care Company Providing Wish List Items for <INSERT Charity Name>**

*The Grounds Guys of <DBA> to Provide Free Services to Local Charities in Need for weCARE Day*

**<CITY, STATE>** (Nov. 7, 2016) – In an effort to embody the spirit of giving during [weCARE Week](http://www.groundsguys.com/about/wecare-week/), a week dedicated to local community service projects across the country, The Grounds Guys of <DBA>, a premiere, full-service grounds care franchise, is <insert description of community involvement for your charity>.

The Grounds Guys, a [Neighborly](https://www.getneighborly.com/) company, is among 13 service-based franchises dedicated to repairing, maintaining and enhancing residential and commercial properties. Each owner of a The Grounds Guys franchise will donate wish list items and/or service and materials to a deserving organization in their community. The franchise system, throughout the U.S. and Canada, is on a mission to provide community service to a deserving organization. weCARE Day was founded in 2005 in remembrance of Monika Woerlen and her seven children who tragically perished in a house fire. Woerlen is a sibling of the founders of the Sunshine Brands, who created the idea behind The Grounds Guys. Turning tragedy into inspiration, the grounds care franchise remembers the anniversary of their death each November with Monika Day, later renamed weCARE Day.

<Franchisee Name(s), owners of The Grounds Guys of <DBA> have been <Describe preparation for this year’s weCARE Day and when you will complete your community involvement>. weCARE Day reflects The Grounds Guys’ code of values and is exhibited across the country to demonstrate their dedication to community service.

“We’re dedicated to serving our customers in <primary city/county/area>, and by participating in weCARE Day, we can provide valuable donations to an amazing organization who <describe service of organization you are supporting>,” said <insert franchisee’s name>.

Some The Grounds Guys franchises offer lawn care and landscape maintenance, among a variety of other services, during weCARE Day.

“weCARE Week exemplifies how much The Grounds Guys truly cares for not only the yards that we work on but the communities and families we serve,” said Michael Green, president of The Grounds Guys. “In the spirit of community outreach, our team is dedicated to making a substantial impact in the lives of people who need it most.”

**ABOUT THE GROUNDS GUYS**

The Grounds Guys®, a Neighborly company, is a full-service grounds care company offering commercial and residential landscape management services. Founded in 1987 under the name Sunshine Grounds Care, The Grounds Guys currently operates more than 200 locations throughout the U.S. and Canada. Acquired by Dwyer Group® in 2010, The Grounds Guys is part of Neighborly, a community of home service experts, leveraging Dwyer Group’s nearly 2,500 professional home service experts across 13 brands in the U.S. and Canada with a unique direct service function that provides consumers assistance with nearly all aspects of their home care needs. Neighborly brands include: Aire Serv®, Five Star Painting®, Glass Doctor®, Portland Glass®, Molly Maid®, Mr. Appliance®, Mr. Electric®, Mr. Handyman®, Mr. Rooter®, Protect Painters®, Rainbow International®, Window Genie® and The Grounds Guys®. Additional information about Neighborly can be found at [www.GetNeighborly.com](http://www.GetNeighborly.com). For more information about The Grounds Guys, visit [www.GroundsGuys.com](http://www.GroundsGuys.com) and to learn about franchising opportunities with all Dwyer Group’s Neighborly companies, visit [www.leadingtheserviceindustry.com](http://www.leadingtheserviceindustry.com).

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