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JAMES TURNER OF WILMINGTON, NORTH CAROLINA NAMED THE WINNER OF CLEAN AIR LAWN CARE OPPORTUNITY 2010 CONTEST

Wilmington, NC – Clean Air Lawn Care has officially announced James Turner, of Wilmington, NC the winner of ‘Opportunity 2010’, a contest created to give a once in a lifetime opportunity to a hard working individual who wanted to start their own business, but lacked the means.

Clean Air Lawn Care founder and CEO, Kelly Giard, was recently named Entrepreneur Magazine’s Emerging Entrepreneur 2009. With this honor, Giard was motivated to create the Opportunity 2010 contest as one way he could ‘pay it forward’ to another entrepreneur, by ‘gifting’ them a new business.

“Our country is emerging from a very economically difficult 2009” said Giard, “There are many hard-working Americans who are currently recovering from unexpected events, We just wanted to do our part by giving a second chance to someone who has the skills, passion and determination to be successful, but who may not have the means.”

The contest was launched on Jan 14, 2010, and hundreds of applications were submitted. After Clean Air Lawn Care narrowed it down to the top 15 contestants, they were then asked to submit a short video of themselves explaining why they deserved to win Opportunity 2010. There were then five finalists chosen from this group, and their videos were broadcast live for the public to vote on them for six weeks.

The winner, James Turner, will receive the following:

- Clean Air Lawn Care franchise, along with ongoing support, valued at \$35,000.
- Lawn equipment donated by our partner, Black & Decker, valued at \$3,000.
- Marketing and a Virtual Grand Opening from GenGreenLife.com, valued at \$3,000.

James Turner, a North Carolina native, has been a business owner before. In 2005 he and his wife at the time purchased Fantasy Lake Water Park in Fayetteville, NC. They spent years restoring the water park back to its gleaming condition reminiscent of its glory days, where they entertained thousands of patrons every week until the day that tragedy struck. In the middle of the night on December 18th, 2008, Fantasy Lake pavilion caught fire, and the park burned to the ground. It was a total loss, and the couple did not have insurance to protect them from fire.

About Clean Air Lawn Care, Inc.

The company is the nation’s leading environmentally friendly lawn care service. It uses electric mowing equipment powered by wind energy overnight and solar energy on the go with its truck mounted solar system. It also offers organic treatment – fertilization and weed control. A typical client has an annual contract where Clean Air mows weekly and treats every 6 weeks to deliver a beautifully manicured, lush lawn with the highest regard for personal health and the environment. Currently there are 27 territories across the US from Seattle to San Francisco to Raleigh to Chicago.

www.cleanairlawncare.com <<http://www.cleanairlawncare.com>>