

NEWS RELEASE

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INTEGRATED PEST MANAGEMENT FINDS ITS HOME ON THE WEB

*Professional Pest Management Alliance encourages educational use of
WhatIsIPM.org during back to school season*

August 14 (Fairfax, VA) —Integrated Pest Management (IPM) is a term that pest professionals are familiar with; however, recent research conducted by the Professional Pest Management Alliance (PPMA) reveals that to 62% of homeowners IPM still remains a mystery.

“Back to school season” often proves a critical time in communicating IPM to consumers. More than thirty states have legislation on the books regulating school IPM, and often the public supports these programs in their own school districts without really understanding the benefits and drawbacks. To provide both pest professionals and consumers with a “go-to” resource on IPM, the Professional Pest Management Alliance (PPMA) launched **WhatIsIPM.org** earlier this year.

Providing a consumer friendly definition of IPM and offering tips to “pest-proof” homes, schools and businesses, WhatIsIPM.org presents a comprehensive overview of this topic. The most popular feature on the site – a virtual home tour – gives web users a “hands-on” opportunity to learn how pests can enter their homes and how a properly implemented IPM plan can effectively prevent and control pests.

NPMA members looking to take advantage of this new, informational website now have access to the WhatIsIPM.org logo to link to their website. This is an opportunity to demonstrate both your professionalism and ability to implement IPM programs to your customers and potential customers.

If you are interested in accessing the WhatIsIPM.org logo for your web site or would like more information about the Professional Pest Management Alliance (PPMA), please contact Cindy Mannes, Executive Director of PPMA at cmannes@pestworld.org. Current PPMA Guardians and contributors can download the logo on PPMATools.org.

PPMA was founded in 1997 to defend, protect and grow the pest management industry. As the voice of the professional pest management industry, PPMA continues to proactively provide the public with information on the value of professional pest management. Visit www.PPMATools.org or www.npmapestworld.org/PPMA for more information.

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