

**For more information:**

Brianna Poplaskie / Caroline Day

BRAVE Public Relations

404.233.3993
bpoplaskie@emailbrave.com /

 cday@emailbrave.com

**FOR IMMEDIATE RELEASE**

**Build a better landscape with Pike Nurseries**

*Local garden center shares benefits of landscaping and offers discount on design services*

**CHARLOTTE (January 17, 2023**) – New year, new yard! The experts at **Pike Nurseries** are here to help local homeowners get started on the outdoor oasis of their dreams. Winter is the perfect time to evaluate and envision beautiful backyards, patios and gardens in order to get them ready to enjoy by spring. A well-kept lawn isn’t just about curb appeal and aesthetics – there are a number of homeowner benefits that accompany lush landscaping!

**Increased Property Value**

First impressions matter when it comes to a home. Landscape design not only boosts curb appeal, but can also add up to 20% to a home’s value – good news for increasing a home’s ranking in the real estate market. A strategic landscape design can also discourage residential crime. Homeowners can avoid being an easy target by trimming overgrown shrubs and using well-placed outdoor lighting, as well as growing thorny or prickly plants near windows and using gravel as mulch underneath.

**Lower Energy Costs**

A well-designed landscape can help control temperature extremes. Grass lawns are cooler than asphalt and cement, while trees provide shade during the hottest times of the day. These cooling effects contribute to the overall temperature of urban areas and can also lower utility bills. In winter, trees can block cold winds and help decrease heating costs. Conservation tactics such as waterwise plants and the proper grouping of plants based on hydration needs can also minimize consumption, resulting in lower water bills.

**Improved Environment**

Grass, trees, shrubs and flowers help cool the environment and improve air quality by removing carbon dioxide from the air and producing oxygen. Healthy lawns can reduce potential flooding and act as runoff buffers, absorbing and reducing the flow of pollutants and sediment that might filter into nearby bodies of water. A smart landscape design can also incorporate plants that benefit local wildlife by providing food and shelter sources for bees, birds, butterflies and more.

**Better Quality of Life**

Landscaping can improve time spent at home by adding an outdoor living space, reducing noise pollution and blocking unsightly views. Creating an outdoor oasis can relax and rejuvenate the mind and body, while the sights and sounds of the outdoors can relieve anxiety and improve concentration. Landscapes can also foster a healthy, active lifestyle. Growing vegetables can motivate families to eat healthier, and patios and lawns can encourage increased outdoor playtime, entertaining and dining.

**Save $649 on a New Landscape**

Pike Nurseries makes it easy to reap these benefits with its **Landscape Design & Installation services**. Homeowners can meet with a professional landscape designer who will create a custom design to meet their needs, taking the guesswork out of creating the perfect outdoor space. Pike Nurseries encourages homeowners to beat the spring rush and start the design process now in order to enjoy their new outdoor retreat this spring. Book a design appointment by Feb. 1 and receive a **free $100 gift card** to use towards the purchase of plants to bring the design to life. Additionally, customers can get a **free design with rebate**. After the design is complete and the homeowner is ready to bring it to life, the initial $549 design fee will be credited back to the homeowner with the purchase of installation services and a minimum of $3500 in plants and materials. Customers who book a design by Feb. 1 can save a total of $649 with the gift card and free design offers! Pike Nurseries’ Landscape Design service can be [booked online](https://www.pikenursery.com/landscaping/design) or at a local Pike store.

**Free In-Store Consultation**

On Saturday, Jan. 21, special **Meet the Designer** events will take place 10 a.m. – 2 p.m. at all local Pike Nurseries locations. Attendees will get a free 30-minute one-on-one consultation with a Pike landscape designer to learn more about available landscape services and how the certified garden experts can help transform their yard. Due to limited sessions, appointments must be [booked online](https://form.jotform.com/223324715377154) in advance.

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**About Pike Nurseries**

Ever committed to its customers’ gardening success, Pike Nurseries takes pride in taking the guesswork out of gardening and helping its customers play in the dirt. Offering superior knowledge, quality and selection in a friendly, caring environment, Pike Nurseries has been a Southern icon for over 60 years.  Founded in 1958 by Pete Pike, its ability to adapt to market conditions and community needs has made it a respected Southern institution.  As Atlanta’s oldest garden chain, Pike Nurseries has 19 retail locations in the Atlanta and Charlotte, N.C. areas. Led by President Monte Enright, Pike Nurseries looks forward to continued growth as it keeps Atlanta and Charlotte beautiful, one landscape at a time.

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