

## Front Lines

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## The Benefits of Plants

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NICH, an industry effort to promote consumer horticulture, recently released two new promotional pieces available for retailers to use to tout the benefits of trees and plants.

The folks at NICH encourage retailers (and anyone who uses the pieces) to also use the hashtag #PlantsDoThat when posting them on social media. You can download the images and other promotional pieces already released by NICH at [www.consumerhort.org/get-the-word-out](http://www.consumerhort.org/get-the-word-out). If you want to print them, there's an option at the bottom right corner for full-size images. **GP**

