

From: Rachel Lin

To: Roddy Scheer, E-The Environmental Magazine

Subject: Story Idea: How Families can go Greener with Lawn Care

Dear Mr. Scheer,

In a time when climate change is a concern and environmental movements are gaining attention, your readers want to improve their eco-footprint when doing chores like caring for the lawn. Families desire convenient yard maintenance methods that can reduce harmful emissions— as lawnmowers contribute largely to air pollution— while also maintaining a nourishing landscape.

I'd like to propose a story for your January issue: "How Families can go Greener with Lawn Care." The article could feature the RoMo, the first solar-powered autonomous lawnmower, along with tips to upkeep a healthy yard. Here's why the RoMo will interest your readers:

- Solar/Electric Power — The RoMo is 100% solar/electric powered through panels and a electric motor, which eliminates the amounts of emissions from typical gasoline mowers.
- Turf Sensors — The RoMo tells you how well the lawn is growing, moisture content, and other indicators that keeps your grass green and undamaged.
- Autonomous operations — The RoMo drives itself and has a GPS, training mode, and detections that achieve consistency and optimality, which leads to a flourishing terrain.

If you are interested, I can arrange an interview with our vice president of engineering Larry Mullen, Jr. who can discuss the significance of sustainability in designing consumer products. I can also provide a demonstration video of the turf sensors. I'll call you later this week to see how to move forward. In the meantime, you can find details in the news release below.

Thank you for your time and consideration.

Rachel Lin  
r4chel@bu.edu  
919-987-0205

**Add News Release Here**