

# John Deere Sports Turf Solutions



250,000 Marched on Washington



50<sup>th</sup> Anniversary of That Day



1 Donation for America



# America's Front Yard

WASHINGTON, DC | The National Mall

# The National Mall Has A Story.

## 250,000 Marched on Washington

It's remembered as the place where Dr. Martin Luther King, Jr. shared his dream for the future of America. As National Park Service Superintendent of the National Mall and Memorial Parks Bob Vogel explains, "It was this great event, where over 250,000 people came together to express the need for change in America. It was one of the most crucial events to ever happen here on the National Mall." "In fact," adds Caroline Cunningham, president of the Trust for the National Mall, "the March on Washington was a true turning point for the country. People understood that they could use the National Mall as a national stage to share their voices."

## 50<sup>th</sup> Anniversary of That Day

"It was pretty amazing," says Robin Nixon, National Park Service Chief of Partnerships of the National Mall and Memorial Parks. "For the 50th anniversary, huge numbers of people came back, and a lot of folks brought their children and grandchildren – kind of introducing kids to the meaningfulness of being able to have a voice in your country at the Mall."

It didn't happen overnight. "We spent over a year planning for the 50th anniversary," according to Vogel. "There's a lot that went into it," agrees Turf Management Specialist Michael Stachowicz. "The logistics were enormous." And that's on top of the regular work that goes on to keep the Mall in good shape: "We spend 35 hours a week just on (the 3 renovated panels) to maintain them."

## 1 Donation for America

"I think people would be amazed at how complex a job it is to maintain a relatively small landscape of about 700 acres," says Vogel. "The National Park Service is doing all it can to take care of the space, but the reality is we need more than the National Park Service. We need partners, we need volunteers, we need people across America to help us to keep this iconic location the way it should be."

"That's why," says Stachowicz, "donations to the National Mall and Memorial Parks are really important, not only for the equipment we get but for building momentum and engaging people." For Vogel, "that's what's exciting about the support of the Trust for the National Mall, and the support of John Deere. We have wonderful new equipment that will allow us to not only have green grass but to keep it looking that way for America's Front Yard."



John Deere is a proud sponsor of the Campaign for the National Mall.

You can be, too.  
Visit [www.NationalMall.org](http://www.NationalMall.org) to contribute.



## The Challenge

"If the equipment we use to take care of the Mall fails, then we fail. It's critical that our equipment is working all the time."

Robin Nixon

Chief of Partnerships at the National Mall  
National Mall and Memorial Parks  
National Park Service

## The Response

"One of the biggest challenges is the sheer volume of acreage they have to cover here and maintain 24/7. That's why delivery day on National Mall was fun. We had over 30 pieces of equipment to donate, including attachments, implements, riding equipment, Zero-Turn Mowers, the X739 all-wheel-steer, our 1200A Rake, the HD200 Select Sprayer. I think it's going to really help the folks here do their job a little bit easier, having some quality-built equipment they can rely on for years to come."

Justin O'Connor

Training and Services Manager  
Finch Services  
Local John Deere Dealer

John Deere Sports Turf Solutions

The National Mall has a story. Be a part of it.

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