

HINTS FOR HOMEOWNERS

New Method For Eliminating Stubborn Pest

(NAPSA)—Homeowners stung by fire ants often want one thing: vengeance. While some resort to dousing their front lawns with gasoline, one community has turned the anger and frustration associated with infestations into the wackiest festival this side of the Mason-Dixon Line.

The Ashburn (Ga.) Fire Ant Festival, held March 21 to 23, features the world's largest fire ant mound, a fire ant calling contest and a New Orleans-style funeral. While the activities are light-hearted, the message is important: Fire ants pose a serious health threat to homeowners and their families.

"Fire ant attacks are no laughing matter," says Shelly Zorn, festival organizer with the Turner County Chamber of Commerce. "However, with infestations on the rise, the festival gives homeowners a sense of control over an issue that normally inspires aggravation and fear."

Each year fire ants sting nine million Americans. While minor attacks can be treated at home, 25,000 people require medical attention annually. On average, 12 of these victims die from anaphylactic shock as a result of the attack.

In fact, the 15,000 people who attend the festival are not the only ones concerned. The USDA issued a new fire ant quarantine in January, which includes three new counties in Georgia, four in Tennessee, five in Arkansas and eight in North Carolina.



Photo Credit: Texas A&M University

Less than a quarter-inch long, fire ants sting nine million Americans each year.

According to Darren Horst, vice president of marketing for GardenTech®, sponsor of the Ashburn Fire Ant Festival, the expansion of the fire ant quarantine makes the need for this festival more important than ever before.

"The festival does more than poke fun at a serious pest problem," says Horst. "It encourages homeowners to educate themselves about the different options available for protecting their homes and families from fire ant attacks."

Horst says a new fire ant killer from GardenTech called Over 'n Out™ will revolutionize how homeowners take action. What makes the product different from all others on the market is that it provides season-long protection with only one application, and its performance is guaranteed.

For more information about the Ashburn Fire Ant Festival, call 800-471-9696. To find out how to get rid of fire ants with Over 'n Out Fire Ant Killer, call 800-969-7200 or log onto www.gardentech.com.