



Lawns are an Extension of the Home

Homeowners today don't limit their living space to the house's square footage. They include outdoor space as well, treating it as an extension of the indoors. Flip through any home and garden magazine and you can see how homeowners are moving the indoors out, making lawns the place for family fun and relaxation.

If you look at the research, it's no surprise why- half of American homeowners say they spend more time at home than they did five years ago, and 4 of 5 homeowners consider outdoor living spaces important for entertaining and relaxing.

Lawns: The Ideal Outdoor Living Space

Homeowners are creating comfortable spaces in their own yards by using grass, flowers, shrubs and trees to fashion inviting backyard rooms, just as room dividers, carpets and curtains create a welcoming atmosphere indoors.

Like other rooms in a home, the lawn provides a place to play, unwind and spend time with loved ones. If you look through a photo album, notice the prominent role the lawn plays in childhood, creating family memories and in reconnecting with family and friends. Lawns serve as:

- **A fun family play space:** Turn off the TV and move the family room outside. You'll find it the perfect place for a game of catch or a romp with the dog - all activities that help make indelible memories.
- **A tranquil place to relax:** Lawns provide a soft space to step away from the world and nap in cool grass or read a book under the shade of a tree.
- **A perfect space for entertaining:** Grab a blanket and strike up the barbecue for a backyard picnic, because lawns are the perfect outdoor dining area. They're also the perfect spot to host family parties, birthdays, graduations - and even weddings.

Quality of Life

Outdoor rooms increase our quality of life while enhancing our homes' value as expanding outdoor living space adds valuable square footage to the home. You can create a space for just 10 to 20 percent of the cost to renovate your kitchen, and an outdoor living space requires a fraction of the time.

Lawns are essential in another area where people can cook, entertain, play and enjoy the outdoors. And to maintain a lush lawn as lovely as an indoor carpet use a lawn fertilizer like Scotts® Turf Builder®, familiar for its green bag, to build a thick, soft carpet of grass. So hook up a hammock between two trees for weekend naps. Gather outdoor chairs on the lawn for evening chats with family or friends. Or create an intimate spot under a tree with a cozy bistro set for enjoying coffee, a pastry and the morning newspaper. It's all about letting the inside out.