



The Trails of West Frisco
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TECHNOLOGY, ECOLOGY AND CONSERVATION COMBINE IN A STRATEGIC PARTNERSHIP TO BEAUTIFY FRISCO

FRISCO, TEXAS, OCTOBER 1, 2010: The Trails of West Frisco Community Association, one of the largest neighborhoods in Frisco consisting of almost 1700 homes and Southern Botanical, Inc. of Dallas, Texas have agreed to enter into a strategic partnership to bring their landscaping expertise to the Frisco, Texas neighborhood. This partnership is planning to integrate state of the art technology and water conservation to continue to beautify The Trails lush trails system and beautiful property.

“The Trails is excited about this partnership and the opportunity to continue to make the Trails some of the most beautiful land in Frisco,” said Bob Thomas, President of the Board of Directors. “Not only do we plan to make it beautiful, we are going to do it using cutting edge technology and water saving

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technology which is good for all of us." "We intend to be the neighborhood that sets the standard for beauty and conservation."

Wenter Blair, Vice President and Landscaping Chairperson of the Trails said, "When looking for a landscape company, we wanted true Garden Management, not just landscaping. I think this change of thinking is where all big organizations are headed. We want somebody who looks at our property, the cost and water usage as if it was the lawn of a multi acre estate. Southern Botanical was the perfect choice for us and we expect great things in the future to benefit our neighbors, the City of Frisco and the State of Texas."

Southern Botanical's President and CEO Jason Craven said, "Southern Botanical's entire team is excited about this partnership, and feel the benefits each bring to the table is a perfect fit." "Southern Botanical is the benchmark in DFW for landscaping, garden management and irrigation, and welcomes the opportunity to bring our expertise, as well as state-of-the-art technology and practices to the Trails."

The Trails of West Frisco is a neighborhood in West Frisco, Texas consisting of almost 1700 homes and two Frisco schools. The Trails has a unique trails system that runs throughout to allow neighbors to enjoy the unique natural wonders of Frisco. With such a large expanse of land, the Trails is implementing new technology and water saving techniques to keep it beautiful while focusing on conservation. Southern Botanical is a Dallas based landscape company founded in 1995 that is focused on high end landscaping needs for exterior and interior applications.

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