



FOR IMMEDIATE RELEASE

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National Geographic Coming to Lemon Grove

Public and Media are Invited to Attend as Goats Graze near the Main Street Promenade Site

LEMON GROVE, CA (August 16, 2011) – On Wednesday afternoon, August 17, from 5:30 p.m. to 8:00 p.m., National Geographic will be visiting Lemon Grove to do a photo shoot of the goats that are clearing heavy scrub and other dry vegetation around empty buildings on Main Street.

The City of Lemon Grove, along with its fire department, Heartland Fire & Rescue, is utilizing the goats as part of the process to clear brush near the Main Street Promenade site in downtown Lemon Grove before fire season begins. This type of brush abatement is both environmentally-friendly and a tremendous help for firefighters in protecting nearby businesses from fast-moving brush fires.

This is a great opportunity to invite friends and family to experience the spectacle of these hard-working goats as they clear the property by eating invasive, overgrown weeds and to take part in the photo shoot. The CBS Early Show filmed this morning for a piece on their show later this week.

The company being used for this project is Environmental Land Management (ELM), the same company that created the defensible space that recently saved several homes from a brush fire in El Cajon. Quick action by firefighters and defensible space kept the fire small, burning just a half-acre behind homes on Hacienda Drive.

Attached is a notice that has been posted around the work site. This notice provides some brief information on the work that will be performed and guidelines for visitors to follow regarding the goats. For more information on this weed abatement project, please visit www.elmgoats.com or contact Graham Mitchell, City Manager (contact info above).

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Goats Pitch in to Prevent Brush Fires in Lemon Grove



Where: Main Street
West of Trolley Station

When: Weds., August 17
From 5:30 p.m.—8:00 p.m.

Who: Invite your
friends and families.
National Geographic
will be filming.

Respect the Herd: Viewing Rules

- NO PETS allowed near work site.
- Children must be accompanied by adults when viewing the goats.
- NEVER feed the goats. This may cause the goats to bite you.
- Please keep a respectful distance.

Contact: Lemon Grove Fire Inspector
Charles Lewis (619) 825-3802

Benefits of Goat Brush Abatement

- Using a herd of goats to clear brush creates defensible space for homes and businesses.
- This process is a tremendous help for firefighters in protecting land from fast-moving brush fires.
- This method is greener and results in a safer area compared to commercial methods.
- The goats are hard workers and fun to watch as they enjoy a good meal!



Environmental Land
Management Services

www.elmgoats.com (619) 234-4555

