

Now Showing

Heartland Laser Show Provides Science Based Fun, Help For Needy

BETTY VALLE GEGG-NAEGER

MidAmerica Farmer Grower

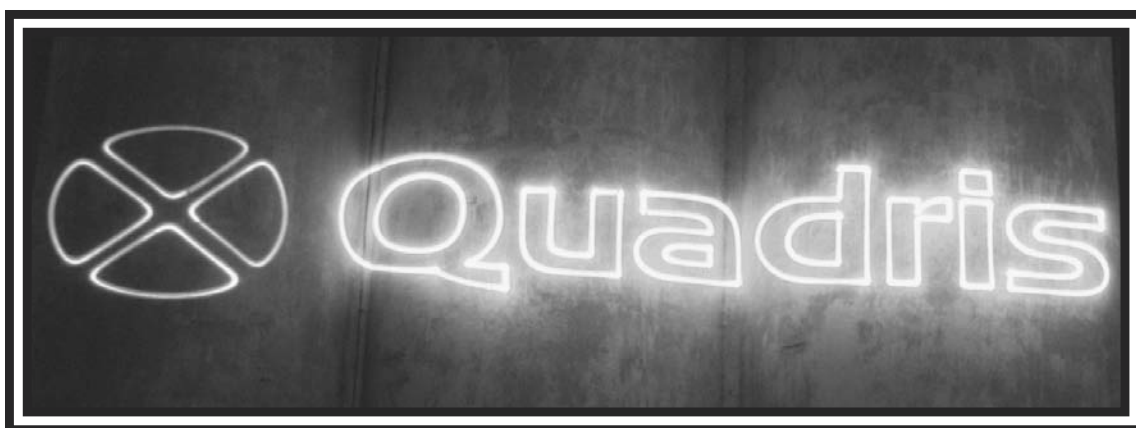
VINCENNES, IND.

Children were entranced and adults spent a very entertaining and educational hour watching two 30-minute laser light shows featuring the science of Plant Performance™. The Heartland Laser Tour began in early February and is slated to conclude the end of March after reaching 20 markets in the states of Illinois, Indiana and Iowa.

The science behind Plant Per-

To the right is a sampling of the Heartland Laser Light Show now being presented by Syngenta. The show has a dual component, first to bring the science of Plant Performance™ to the general public, and, secondly, to provide for the needs of those left homeless by the earthquake in Haiti.

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formance™ consists of more than 20 years of research performed in laboratories, in thousands of grower fields and on more than 100 crops worldwide. Syngenta's Plant Performance™ fungicide brands, Quilt Xcel™, Quilt® and Quadris® fungicides provide broad spectrum disease control, help boost yields and increase the productivity of the land. This year, Syngenta is bringing this science to the upper Midwest through the educational and entertaining laser show, the Heartland Laser Tour.

"We thought it would be ideal to make science simple and present it in a unique and educational way," said Syngenta's Communications Manager Wendell Calhoun. "That was the rationale for the Heartland Laser Tour. We also were looking for ways to give back to the community."

Therefore, the Heartland Laser Tour has both a strong science component and a charitable component.

"Syngenta is trying to give back globally by providing the items most needed right now by victims of the earthquake in Haiti," Calhoun continued. "Based on crowd size at the laser presentations, Syngenta will make a donation

to the American Red Cross (ARC) for supplies for Haiti."

In addition, laser show viewers who submit a photo or short video of the presentation by March 31, 2010, to <quiltxcel.donate@syngenta.com> can take credit for a double-size donation to the ARC to purchase quilts and supplies for those in Haiti left without shelter.

The shows are being presented outdoors, sometimes on the sides of large grain elevators, and are free to the whole family. This unique and fun marketing campaign is found to be a different way to present Syngenta's message to the rural areas and provide entertainment to the local towns. Δ

BETTY VALLE GEGG-NAEGER: Senior Staff Writer, MidAmerica Farmer Grower

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