

News Release



BASF Turf & Ornamentals Encourages Superintendents To Define Themselves On Wikipedia

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RESEARCH TRIANGLE PARK, NC, January 12, 2009 – Superintendents consistently explain that most people outside their close-knit community have only a vague understanding of what they do and the value they bring. With its “Defend Your Turf. Define Yourself.” initiative, BASF Turf & Ornamentals is encouraging superintendents to define themselves on Wikipedia under the Golf Course Superintendent heading, which is currently void of a comprehensive definition.

“Wikipedia has emerged as one of the top online public information resources with more than 30 million visitors a month,” said Dr. Toni Bucci, BASF Turf & Ornamentals Business Manager. “At BASF, we understand and applaud the superintendent community and encourage superintendents to take the lead in defining their professional responsibilities and accomplishments on the Golf Course Superintendent Wikipedia page.”

Wikipedia is a free online encyclopedia. Its 11 million articles are written collaboratively by volunteers around the world and almost all of its articles can be edited by anyone who can access the Wikipedia site, found at http://en.wikipedia.org/wiki/Main_Page. Or, go directly to the Golf Course Superintendent page at http://en.wikipedia.org/wiki/Golf_course_superintendent.