



MARCH 2020

JULIE NETS A WIN

Do you love to read? We really “dig” reading and want to encourage the love of books with the next generation.



For the past eight years, we have been a proud presenter of The Chicago Wolves’ “Read to Succeed” community initiative. The Chicago Wolves, a professional hockey team in the American Hockey League which plays home games in Rosemont. The Chicago Wolves began this successful educational program more than two decades ago with the goal of encouraging students to make reading a fun and rewarding part of life. With a little encouragement, children learn to see the fun in picking up a book. They also learn about safety and damage prevention through interaction with the Call Before You Dig message.

“The Wolves are incredibly blessed to have a like-minded partner in JULIE who invests in the education of our youth,” said Greg Sprott, Senior Director of Partnerships with The Chicago Wolves. “The success of the program speaks to the effort and dedication of our staff, our players, and our partners all working together with a common goal.”

The “Read to Succeed” program targets students in kindergarten through eighth grade. Students are inspired to excel at existing or new reading programs at school and receive a reward for their efforts. The Chicago Wolves supply posters and free reading logs to help support these reading programs. Students who complete their reading programs receive a certificate for a complimentary ticket to a Chicago Wolves home game. Players from the team visit schools and libraries to promote the program and speak about the important role education plays in their lives as professional athletes.

ENTER AN E-REQUEST

UPCOMING EVENTS

Chicago Flower & Garden Show

March 18 - 22

Enter Promo Code JULIE20 for a special discount.

Peoria Rivermen Hockey

April 3

Call JULIE Before You Dig Night.

APRIL IS SAFE DIGGING MONTH

As a not-for-profit organization covering the state of Illinois (outside the city of Chicago), we need your help to share the “Call JULIE Before You Dig” message during Safe Digging Month in April. Follow us on Facebook and Twitter @JULIE1Call and share our posts about expert tips, upcoming events, contests and other activities.

We also have education materials available for community events and meetings. For a list of free materials, click here.

Through this unique partnership, we are able to spread our brand message to more than 100,000 students and their families annually. We are recognized as an official educational partner of the Wolves and also receive exposure on the Wolves Jumbotron and 360 LED Ribbon during school day games. [Click here for more information about the program.](#)



SPRING IS IN THE AIR

Spring is in the air! Plan to join us at the [Chicago Flower & Garden Show](#), March 18-22 at Navy Pier featuring a fresh experience for gardening enthusiasts of all ages and expertise. With a jam-packed schedule of things to do, see and learn, “20/20 Focus on Flowers” will bring together newly crafted small-space design lifestyle living-space exhibits, interiorscapes, urban agricultural, rooftop gardening and special project gardens built to surround more than 100 educational classes and hands-on workshops.

“Cultivate a love for gardening and the outdoors with your whole family in the [Kids Activity Garden](#) presented by JULIE,” said Kevin Chmura, our Director of Public Relations. “Our fun, educational and free kids’ activities give younger attendees a chance to play and interact with garden projects, potting parties, crafts and more.”

The JULIE booth in the marketplace is a must-stop for complimentary seed packets along with contests and other give-a-ways. [Learn more and use Discount Code JULIE20 \(all caps, no spaces\) to purchase tickets before the show.](#)

5 TIPS FOR A SUCCESSFUL BACKYARD GARDEN

If you are thinking about growing your own vegetables and herbs this year, March is the perfect time to start scouting for a location and to give some consideration as to what you want to grow. Most veggies and flowering plants require full sun, which means six plus hours of direct sunlight. Once you choose a place for your garden to grow, [make sure to follow these other tips for a successful backyard garden.](#)

In addition to calling 8-1-1 or 800-892-0123 to submit a locate request, you can enter your own, single site address locate request at any time of the day or night. Simply submit your request at least two business days before you plan to start your project. [Click here to learn about our convenient, no-cost E-Request option.](#)



JULIE, Inc. - 3275 Executive Drive - Joliet, IL 60431
Administration Office: 815-741-5000

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