



FMC Corporation
2929 Walnut Street
Philadelphia, PA 19104
USA
215.299.6000
fmc.com

For Release: Immediate

For More Information: Evan M. Parenti 215-299-5874
evan.parenti@fmc.com

FMC Awards Continue to Support GCSAA Through “Give Back to Local Chapters” Initiative

2021 Golf Industry Show Donations Totaling \$25,000 Have Been Distributed

PHILADELPHIA (April 15, 2021) — FMC Professional Solutions announced today that FMC has distributed \$25,000 in total to Golf Course Superintendents Association of America (GCSAA) chapters across the country. FMC Professional Solutions hosted a virtual booth at the 2021 Golf Industry Show (GIS) and GCSAA members were invited to play a game to accrue points for their chapters.

The FMC Professional Solutions virtual booth featured the Kalida™ Fungicide Masterpiece Hunt game which asked golf course superintendents to “find the difference” between two Mona Lisa-inspired golf course images. Each round was scored based on the correct difference being found and the time it took to find it. With a [virtual leaderboard](#) updated in real-time, the top 30 chapters earned awards from \$250 to \$5,000. In total, FMC is donating \$25,000 to local chapters following the event.

“We wanted to ensure that the virtual nature of this year’s Golf Industry Show did not impact FMC’s commitment to supporting local GCSAA chapters. We made this virtual competition a component of our Kalida™ Fungicide launch and the response from the golf industry exceeded our expectations,” said FMC golf and lawn care market manager Evan Parenti. “Despite the virtual program, participation in the Masterpiece Hunt competition was really strong and indicative of an industry that is engaged and committed regardless of the business climate. We intend to maintain our commitment to the industry and believe FMC’s support is especially important this year.”

-more-

Page 2/ FMC Awards Continue to Support GCSAA Through “Give Back to Local Chapters” Initiative

The donation initiative was driven by [FMC True Champions](#), a program launched in fall 2019. One of the key features of the loyalty program is to support industry associations such as GCSAA chapters, We Are Golf and RISE. Superintendents can register and FMC will track purchases of qualified products and submit their “give back” donation directly to their local GCSAA chapter. Qualified products include both Fame™ SC Fungicide, Rayora™ Fungicide and Kalida™ Fungicide.

The post-GIS donations are a portion of FMC’s 2021 pledge to local GCSAA chapters. Through August 2021, a percentage of all Fame SC Fungicide, Rayora Fungicide and Kalida Fungicide sales will be donated to local GCSAA chapters.

FMC True Champions

The FMC True Champions program is a source for golf course superintendents and managers to access valuable Product Rewards and Product Assurances. It also has a third pillar that supports industry initiatives and associations like GCSAA, We Are Golf and RISE. This depth of industry commitment by FMC includes increased investments in these causes and, to support those efforts, annual contributions are set aside based on annual purchases.

#

About FMC

FMC Corporation, an agricultural sciences company, provides innovative solutions to customers around the world with a robust product portfolio fueled by a market-driven discovery and development pipeline in crop protection, plant health, and professional pest and turf management. FMC Corporation employs approximately 6,400 employees around the globe. To learn more, please visit www.fmc.com.

Always read and follow all label directions, precautions and restrictions for use. Some products may not be registered for sale or use in all states. FMC, the FMC logo, Fame SC, Rayora, Kalida and True Champions are trademarks or service marks of FMC Corporation or an affiliate. © 2021 FMC Corporation. All rights reserved.