

# NEWS RELEASE

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## Area Toddlers Expand Their Horizons on Pests

**January 7, 2008 (Midland Park, NJ)** – Horizon Pest Control is the expert in handling termites, rodents and other pests, but, as it turns out, they can also handle children pretty well. What, children?! Well, when they were invited last spring to speak about pests to more than 70 three-year-olds at La Vida Child Care Center Too in Paterson, Horizon held the children's attention so well that they've been invited back for the winter insect class on January 10th.

As part of Horizon's community outreach program, "The Good, the Bad, and the BUGly: An Introduction to What Makes a Pest a Pest"® is usually taught to 1<sup>st</sup> and 2<sup>nd</sup> graders. However, when they were asked last June to speak during insect week at La Vida Too, Horizon couldn't resist the opportunity. The students, better behaved than most adults, learned that insects in nature, doing what nature intended, are a good thing, but when they bother us or damage our surroundings, they become pests. When they cause injury or illness to people, then they become what Horizon refers to as "BUGly".

Horizon's goal with this program is to share their 37 years of knowledge and experience in the pest control industry with others. The children learn how insects follow their instincts, which can often be beneficial to nature, but destructive to our homes, businesses and even our health. For example, termites and carpenter ants help dead plant material decompose into soil, which is beneficial in forests, but not in your house. Cockroaches and rodents like to eat garbage, which is good at the garbage dump, but not in your kitchen.

"Unfortunately, termites alone create over \$2 billion in damage every year in the US," says Bernie Holst, Jr., founder and president of Horizon. "Our job as pest management professionals is not simply to kill all insects, but to control the ones that cause damage to homes and businesses and threaten our health."

"The Good, the Bad, and the BUGly"® presents basic biology and behavior of various pests, including termites, carpenter ants, spiders, ticks, bed bugs, and rodents. Factual information is presented through pictures, specimens, trivia, and videos of pests in action. Horizon also leaves fun and educational handouts for students to take home.

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The two early childhood education and learning centers operated by the Catholic Charities Straight & Narrow program provide quality childcare to the children of Paterson's low-income families. The goal of the childcare centers is to equip the children with the fundamental skills needed to begin school, and ultimately, to provide them with the educational and socialization foundation that will carry them through a rewarding and successful educational and life experience. You can learn more about their programs by visiting <http://www.straightandnarrowinc.org>.

If you would like Horizon to present "The Good, the Bad, and the BUGly"<sup>®</sup> to your school or organization, please call Vicki at 201-447-2530 or visit [www.horizonpestcontrol.com](http://www.horizonpestcontrol.com).

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