



## Sunday

Updated 4/17

**PRONUNCIATION:** Sunday - like the day of the week!

**PRODUCT NAME:** CBS Exclusive Spring Bundl (FB4155)

**CBSD Tuesdays - PRICE: Retail Price: \$85 / Deal Price: \$68 / Discount: 20%**



**ON AIR SKUs:** CBS Exclusive Spring Bundl (FB4155)

**LINKS:** [Website](#), [Instagram](#), [Facebook](#), [Twitter](#), [Tiktok](#)

**TAGLINE:** Unbox your dream backyard

**WHAT IS THE PRODUCT?** Sunday creates a custom fertilizer plan for each lawn based on soil science, and climate data, and provides personalized instructions and products to apply. For the first time, Sunday has put together a custom bundle of their top products for Spring lawn care, just for our CBS viewers, and without their standard subscription! A bundle kit to get your lawn into spring mode!

### WHAT DOES THE PRODUCT DO?

1. The bundle includes their lawn fertilizer - Grass Powerhouse, their new garden fertilizer - Wonderfert, and their dandelion weed control solution - Dandelion Doom
2. Each Spring Kit includes enough products to cover 3,000 sq. feet of yard
3. This bundle will help you:
  - a. Feed your lawn the nutrients it needs to kick-start growth this Spring
  - b. Knock back those pesky dandelions that love to pop up this time of year
  - c. Ensure your plants, trees, and vegetables get some love as well
4. Sunday's fertilizers use ingredients like seaweed, molasses, iron, and slow-release nitrogen that cultivate healthy soil and less runoff.
5. Traditional lawn care uses pesticides at a rate 5 times higher than industrial farming, while Sunday is a company that wants to help homeowners take better care of their yards, without the toxic stuff.
6. The company focuses on lawn care, using sustainable techniques and ingredients to grow healthy lawns without harming people, pets, or the planet.

### HIT POINTS:

- Takes the guesswork out of caring your your lawn & garden
- Cost effective solution compared to other lawn products and services
- Simple - If you have a hose, you can use Sunday

### WHY SHOULD THE AUDIENCE BUY IT?

All of Sunday's products and services come with one-on-one support and the satisfaction of knowing that you are cultivating a better backyard.

At the end of the day, the brand wants its customers to feel empowered and confident in taking care of the land they love. Turf science requires a great deal of expertise, but caring for lawns doesn't. So Sunday fills that gap—by creating approachable, science-backed plans that let our customers get their own hands dirty.

In 2022 alone, Sunday's customers grew 831,947,811 square feet of lawn in a better, more sustainable way. And as part of their commitment to being good stewards of our land, we give 1 per cent of revenue to 10 different non-profit partners who help protect, cultivate, and support America's wild places.



That's why science and transparency are fundamental tenets of this company. They're at the core of their product formulations, and their Yard Advisors rely on them any time they give one-on-one guidance to customers who need help growing better. They are proud to have a team of turf industry experts, data analysts, natural scientists, and science educators who face challenges head-on and constantly strive to raise the bar—not just on Sunday, but in the industry at large.

#### **ADDITIONAL INFORMATION:**

At 40,000,000 acres, American lawns together are bigger than all of our national parks, organic farms, and the state of Massachusetts combined. Lawns are a critical part of our landscape and an important resource to manage.

CEO Coulter Lewis started Sunday with his brother Trent to create a better approach to lawn care. As a dad, Coulter became concerned about the number of pesticides used on lawns and didn't want those chemicals near his children.

So Coulter and Trent got together with sought-after turfgrass scientist, Frank Rossi, and they began creating fertilizers that would promote growth without crop dusting your yard.