



FOR IMMEDIATE RELEASE

[USE COMPANY LETTERHEAD]

Contact: [ADD: Business name]

[ADD: Person's name]

[ADD: Phone number]

[ADD: Email address]

Swarmers Alert! Termites Are Swarming in [Insert State]

[ADD: CITY, State] — [ADD: DATE] — Attention! Subterranean termites have been spotted swarming in many areas of [ADD: City or state name].

Termite swarms occur when winged reproductive termites leave an established termite colony to mate and form new colonies. They pose an alarming reminder that termite colonies are in a structure or surrounding areas, looking for new places to feed and thrive. Annually, termites cause an estimated \$5 billion to \$10 billion in property damage in the United States.¹

“Swarmer alert homeowners to a potentially serious problem,” says [ADD: Company representative, title, company name]. “They signal that a termite colony is attempting to spread and establish new colonies. Each one of the newly established colonies will eventually swarm again and keep multiplying. It is very important to eliminate the problem as soon as possible to minimize damage.”

What do you do when swarmers are spotted?

“Consider it a warning that a subterranean termite problem may exist somewhere in the structure, especially if the swarm occurred indoors, and get help,” [ADD: Company spokesperson's last name] says. “We are excited to offer a long-term solution that actually eliminates the entire termite colony from the structure, the Sentricon System.”

The Sentricon® System is an innovative technology for protecting structures from termites with in-ground baiting stations placed around the perimeter of the home, creating a ring of protection.

“When customers experience termite infestations, they are concerned enough without having to be inconvenienced by the process of conventional liquid termiticide treatments,” [ADD: Company representative’s last name] says.

How it works

First, a Certified Sentricon Specialist® installs Sentricon System stations in the ground around the outside perimeter of the home. The Sentricon System stations, which lie flush with the ground, contain bait that research has shown termites actually prefer over wood. The termites establish the bait as a food source and share it with their nestmates, including the termite queen, who can produce more than 1 million termites in her lifetime. As termites in the colony eat the bait, they all die, resulting in entire termite colony elimination.

“Sentricon is also less disruptive to our customers because servicing is typically performed entirely outside the home. This is the most significant termite control development the pest management industry has seen in 50 years,” [ADD: Company representative’s last name] says.

[ADD: Company name] is certified to sell the Sentricon System and its technicians have received extensive training from the manufacturer on proper use of the Sentricon® System, as well as training on advanced termite biology and identification. For more information about the Sentricon System, contact [ADD: Company name] at [ADD: Company phone number], or visit [ADD: Company name]’s website at [ADD: Company’s website] or <http://www.sentricon.com/>.

¹National Pest Management Association; Rust and Su, Annual Rev. Entomol., 2012