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**Sports Turf Managers Association Selects Buffalo Communications as
Public Relations Agency**

(LAWRENCE, Kan.) – [Sports Turf Managers Association](#) (STMA) – the professional association for men and women who manage sports fields worldwide – has selected [Buffalo Communications](#) (Buffalo) as its public relations agency.

Formed in 1981, STMA boasts 34 chapters and 2,600-plus members overseeing sports fields at schools; colleges and universities; parks and recreational facilities; and professional stadiums. Turf landscapes include natural, artificial and constructed soils in baseball; football; horse racing; lacrosse; polo; rugby; soccer; softball and tennis.

To stimulate short- and long-term growth of STMA, Buffalo will create and deploy a powerful publicity and media-relations program. Core to modern storytelling is positioning turf managers in trade and mainstream media. This includes print, digital and broadcast outlets with a focus on sports, business, environmental and related editorial niches.

“Turf managers play an integral role in the sports industry and it’s important there is greater understanding about what it takes to condition and maintain a sports field,” says Kim Heck, CEO of STMA. “Consistent press through Buffalo’s media connections will elevate awareness and stature of our members.”

“STMA is a tightly-knit and highly-engaged organization of talented professionals who consistently employ best practices in the art and science of sports field management,” says Rich Katz, Managing Director of Buffalo. “We have a unique opportunity to tell countless stories, nationally and locally, about STMA members.”

The 25th annual [STMA Conference & Exhibition](#) is January 21-24, 2014 in San Antonio, Tex., with an extensive list of educational sessions and web-based offerings. The 2013 event was one of the most well-attended in the association’s history with a record 168 exhibitors and 1,600 attendees.

About STMA

STMA is the not-for-profit, professional association for men and women who manage sports fields worldwide. Since 1981, the association and its 34 local chapters have been providing education, information and sharing practical knowledge in the art and science of sports field management. Its more than 2,600 members oversee sports fields and facilities at schools, colleges and universities, parks and recreational facilities, and professional sports stadiums.

For more information: www.stma.org, 800.323.3875.

About Buffalo Communications

Headquartered outside Washington, DC, Buffalo has offices in New York, Boston, Miami, Minneapolis, Pinehurst (NC) and Phoenix. Through its public relations, branding, marketing-communications and creative work, the firm helps increase awareness and revenues for top golf, sport and lifestyle brands. Buffalo's client-partner roster of domestic and international category leaders includes ECCO Sport, Team Express, PHIT America, World Golf Foundation, LPGA Tour, Adams Golf, Club Glove, Fila, PGA National Resort & Spa, Kaua'i Visitors Bureau, Myrtle Beach Golf Holiday, Sea Pines Resort and Crystal Springs Resort,

For more information: www.buffalocommunications.com, 703.761.1444.

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