



AVIVA CAMPBELL

Copywriting, Digital Marketing
& Brand Management

The Motz Group

Press Release and Blog Content Writing

The Motz Group (TMG) is a world-recognized sports field and turf specialist company. Since 2018, I've contracted with TMG and its subsidiary company, USGreentech, as a brand content writer and digital strategist. Services include brand language development, digital marketing research, blog writing, and press release creation. The writing samples below highlight the values and culture of the TMG brand.

A. Blog Post

Gearing Up for Good

[Gearing Up for Good](#) started as one man's 6,500-mile bicycle trek in 2019 to raise awareness and funds to support people living with Parkinson's Disease. The man on a mission was Joe Motz, the founder and CEO of The Motz Group, and when he set off on his [epic bicycle trek](#) several years ago, he had just turned 65 years old. The original plan has evolved into a more significant movement that today encompasses annual events to better the lives of others.

Joe knows that "together, we will go further." That's the stated purpose of Gearing Up For Good and the motivation of this year's main event, [Cycling Ohio for Parkinson's](#), a week-long bike ride across Ohio from September 12 to September 18, 2021.

Ohio's role in the fight against Parkinson's Disease

Parkinson's Disease (PD) is a condition that affects control over a person's movements. Its motor symptoms are mainly caused by a decrease in dopamine manufacturing, a chemical that helps nerve cells in the brain communicate with each other. When dopamine is

missing from some brain regions, the messages that tell the body how to move become lost or distorted, often creating symptoms such as shaking, stiffness, and slow movement.

The incidence of PD increases with age, and men are 1.5 times more likely to have PD than women. Over 10 million people worldwide live with PD, and approximately 60,000 Americans are diagnosed with the disease each year. While there is no cure for PD, proper treatment can help ease symptoms and allow those affected to live whole, active lives.

Rallying the community for those affected by PD

The stated mission of [Gearing Up For Good](#) and the Cycling Ohio for Parkinson's event is to "connect people through the power of movement," and its core values are to:

- Inspire people to stretch beyond perceived limits
- Encourage the miracle of movement
- Show care and compassion
- Cultivate perseverance
- Demonstrate commitment to physical and mental well-being

Get involved in the fight!

Supporting those affected by PD is a team sport- and we'll win if we stand (and cycle) united! If you're a Cincinnati-area cyclist, plan to pedal in the 2022 event (details forthcoming). Connect with us on [Facebook](#) and [Instagram](#) to cheer from home and learn about participating opportunities.

Not a cyclist? [Consider donating](#). Gearing Up For Good continues to partner with Pedaling for Parkinson's. Contributions help fund critical support programs across the country that assist people with Parkinson's in their quest to move and live better.

Learn more about [Gearing Up for Good](#) and the fight against PD.

B. Press Release

The Motz Group Breaks Ground on New Campus

~ Motz raises the bar of employee experience and community involvement with the construction of new company headquarters in Newtown~

Cincinnati, OH– The employee-owned sports field construction and maintenance company, [The Motz Group](#), is building its new headquarters in Newtown, a village of Cincinnati. The

development phase of the building complex officially broke ground on March 1, 2022, and is to be completed by the end of 2022. The expansion project will provide offices and amenities for 50+ employees with ample room for growth.

This month marks the 45th anniversary of The Motz Group, and through the decades, the company has built a legacy of fulfilling its stated purpose: Motz moves people to better lives. The anticipated headquarters will serve as a physical embodiment of this purpose and further its commitment to its employee-owners, community members, customers, and partners. The building plans incorporate indoor and outdoor social spaces, family-friendly areas for working parents, and technological efficiencies that support new hybrid remote and in-person work norms.

Designs of the forthcoming campus include versatile, innovative workspace concepts that encourage creativity and collaboration. Employees working from multiple locations will come together under one roof at the new campus, maximizing the team's ability to join forces and exchange ideas.

Specialized work areas, a central cafe, huddle spaces, and state-of-the-art meeting rooms will nurture community, enable a healthy work-life balance, and build on the remarkable customer experience central to the company culture. Other unique features include floor-to-ceiling, glass doors that flow to a courtyard with a designated spot for food trucks, and a public synthetic turf field available for group events, community service, and youth engagement work. A new road to be named Motz Way will connect the campus to cafes, restaurants, and a bike trail in pedestrian-friendly Newtown.

Joe Motz, the founding CEO of The Motz Group, said of the new facilities, "We want to create a space that leaves our team feeling better than when they arrived. At the end of each day, we want to return to our families feeling energized." The Motz Group thanks design and construction partners Champlin and Conger and community partners First Baptist Ministry and the Village of Newtown for their collaboration in this initiative.

About Motz:

Founded in 1977 and serving the high-performance natural and synthetic turf markets, The Motz Group is one of the world's most recognized and highly respected turf system specialists. This employee-owned company celebrates 45+ years in the industry and proudly stands behind its products and services to ensure long-lasting, prosperous relationships with its valued customer base. In addition to this recent award, Motz was honored as a Top Place to Work in Cincinnati for the third consecutive year.

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