

UMBRELLA WEATHER, LLC LAUNCHES NEW WEATHER PLATFORM TURF THREAT TRACKER

[Turf Threat Tracker \(T3\)](#) is transforming the way weather data is used in the turfgrass industry.

STATE COLLEGE, PA. / July 15th 2021 – Umbrella Weather, LLC has launched [Turf Threat Tracker \(T3\)](#) as a brand-new subscription service that provides turfgrass professionals with industry specific hour-by-hour weather forecasts. This new service gives users across the country the ability to save time and money by having every important weather parameter accessible in one place.

T3 subscribers get access to innovative forecasts such as evapotranspiration rate, soil moisture, soil temperature, plant canopy moisture, frost formation probability, and much more. Other features include a comprehensive radar with real-time lightning detection, an alert-driven threat matrix, and access to a nationwide disease tracker. Forecasts are created using some of the highest resolution weather data available, enabling T3 to provide pinpoint, course-specific forecasts up to 48 hours in advance.

"The reception to T3 in the turfgrass industry has been incredible," said Umbrella Weather, LLC Co-Founder Andy Moffitt. "Giving golf course superintendents weather data they've never seen before, and seeing how they are incorporating it into their operations has shown us the value that T3 holds."

"When superintendents have to make weather decisions on the fly, they might have had to go to five or six websites to make a decision," Co-Founder Herb Stevens said. "By the time they get to the fifth one, they've forgotten what the first one said. We're here to change that."

Turf Threat Tracker is a product of startup Umbrella Weather, LLC, founded in 2021 by a team of four meteorologists with years of experience in both golf, and meteorology. Having launched to a select group of golf course superintendents in April, T3 has experienced rapid growth and now has over 90 golf courses from across the United States and Canada using the service.

For more information, please visit: <https://t3.golf/>

Media Assets: <https://bit.ly/3iJZnul>

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