



SEEDWAY HIRES KYLE IRWIN TO TURF SEED SALES DIVISION

HALL, NY - June 8, 2026

FOR IMMEDIATE RELEASE - HALL NY

HALL, NY – SEEDWAY® is pleased to announce that Kyle Irwin has joined the company as a Turf Seed Territory Sales Manager serving Eastern Pennsylvania, New Jersey, Delaware, Maryland, and surrounding territories.

As part of the SEEDWAY Turf Seed Division, Irwin will be responsible for the sales and service of turf seed, hydro-mulching materials, erosion control products, and sports field conditioners. He will work closely with landscapers, golf courses, municipalities, sports field managers, contractors, schools, universities, and retail outlets to provide innovative turf solutions and exceptional customer service.

Irwin brings more than five years of experience in the turf and golf industry. Most recently, he served as a Territory Sales Representative with Lawn and Golf Supply Company, where he managed customer relationships throughout Northeast Pennsylvania and South Jersey. His responsibilities included equipment demonstrations, customer support, sales development, and servicing golf courses, municipalities, and other turf professionals.

Prior to his sales career, Irwin gained hands-on turf management experience while working on the grounds crew at Manufacturers Golf & Country Club in Dresser, Pennsylvania.

Irwin earned a Bachelor of Science degree in Finance from West Chester University, where he was a four-year member of the university's baseball team. During his collegiate career, he helped lead the Golden Rams to the NCAA Division II National Championship in 2017.

"Kyle's experience working directly with golf courses, municipalities, and turf professionals makes him a valuable addition to our growing turf team," said Keith Walters, Turf Seed Business Manager at SEEDWAY. "His industry knowledge, customer-first approach, and proven sales experience will help us continue delivering exceptional products and service throughout the region."

Outside of work, Irwin remains actively involved in athletics, coaching 11- and 13-year-old youth boys baseball teams. He also enjoys spending time on the golf course and traveling to the beach with family and friends.

To contact Kyle Irwin, call (267) 418-3644 or email kyirwin@seedway.com

ABOUT SEEDWAY

Headquartered in Hall, NY, SEEDWAY is a full-line seed company providing high-quality, high-performing farm seed products as well as lawn and turf products in the northeast U.S. We offer a leading line of vegetable seed for growers from the Rocky Mountains to the eastern seaboard, north to Ontario, Canada and along the West Coast into Mexico.

FOR MORE INFORMATION

Contact Matt Robson, Marketing and Public Relations Manager at (585) 526-6391 or email mrobson@seedway.com

