

# **MEDIA ADVISORY**

## **GRO1000 National Initiative Brings Edible Gardening to Houston School**

*Piney Point Elementary site for local community gardening dedication and installation*

- WHAT:** Join students, parents, community members along with Keep Houston Beautiful, Keep Texas Beautiful, state and local officials, and The ScottsMiracle-Gro Company for the local dedication and installation of a playscape and series of edible and wildlife gardens at Piney Point Elementary in Houston, as part of the new GRO1000 initiative.
- WHY:** GRO1000 is a commitment by ScottsMiracle-Gro and its partners\* to develop and install 1,000 community gardens and green spaces in the U.S., Canada and Europe by 2018. A portion of all installed garden harvests will be regularly donated to support the hunger needs of the local community. Memorial Drive Presbyterian Church will be the beneficiary of the Piney Point garden harvests.
- WHEN:** **Thursday, April 7, 2011 11 AM**  
Garden dedication will begin promptly at 11 a.m.  
Planting and student activities will take place from 11 a.m. – 2 p.m.
- WHO:** Jim Bates, Southwest Regional President, ScottsMiracle-Gro  
Ed Gonzalez, Acting Mayor Pro Tem, Council Member District H, City of Houston  
Laura Spanjan, Director of Sustainability, City of Houston  
Eric Dargan, Deputy Director, City of Houston Public Works and Engineering Dept. Right of Way and Fleet Maintenance  
Cathie Gail, Executive Director, Keep Texas Beautiful  
Dan Sullenbarger, Chairman, Keep Houston Beautiful  
Bobbie Swaby, Principal Piney Point Elementary
- WHERE:** Piney Point Elementary School, 8921 Pagewood Lane, Houston, TX 77063
- VISUALS:**
- More than 500 students working with their parents, community volunteers, school staff, and local and national officials.
  - GRO1000 partners to install edible gardens, a prairie garden, a butterfly garden, rain gardens and bird habitats, designed by landscape architecture firm Asakura Robinson Company.
  - Students will participate in a variety of interactive education stations under the direction of horticulturist Bill Dawson of nationally recognized Franklin Park Conservatory in Columbus, Ohio.
  - Presentation of the ScottsMiracle-Gro “Give Back To Gro” National Youth Gardener Award to a Piney Point student who has demonstrated an interest and passion for their community through environmental stewardship.
  - City of Houston presentation of a community garden proclamation to ScottsMiracle-Gro.
  - Grant check presentation to Keep Houston Beautiful by ScottsMiracle-Gro.

The school’s gardens are made possible by ScottsMiracle-Gro and its partners,\* who will be on hand at the ceremony. The partners joined forces to create community edible and learning gardens and green spaces in cities around the country. The Houston GRO1000 event is one of seven public installation events being held in the U.S., Canada and Europe in 2011 between March and October.

\*Partners include Keep America Beautiful; the Garden Writers Association; Plant A Row for the Hungry, a community-based program that assists with hunger relief; the National Gardening Association; and Franklin Park Conservatory.

### **FOR MORE INFORMATION:**

**Media inquiries:** Emily Lauer, 216-298-4609 (office), 216-224-3624 (mobile), emily.lauer@fahlgren.com

**B-roll inquiries:** Kailyn Longoria, 614-383-1633 (office), 646-919-1234 (mobile) kailyn.longoria@fahlgren.com

###