



**This is a grassroots movement.
Move grass. Grow food.**

FOR IMMEDIATE RELEASE

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VICTORY GARDEN INITIATIVE PREPARES FOR SIXTH MILWAUKEE-WIDE GARDEN BLITZ

MILWAUKEE. Monday, March 10, 2014 — This May 2014, Victory Garden Initiative (VGI) and an army of volunteers will build 500 raised-bed gardens across Milwaukee. VGI brings together communities that grow their own food, creating a community-based, sustainable, nutritious food system. After their sixth annual Victory Garden Blitz on May 10-24, 2014, VGI will have installed **over 2000 gardens for individuals and community groups in Milwaukee**. Hundreds of Milwaukee partners, from business sponsors to individual volunteers and donors, make this a true community effort.

"Our daughter is 7 months old, and we are so excited to have some homegrown veggies to feed her!" one 2013 Blitz gardener said. Another happy gardener also shared grateful sentiments: "I am in awe of Victory Garden Initiative and the wonderful folks who live and work its mission every day." The Blitz brings the VGI mission to life in a way that brings together every Milwaukeean.

Those are just two of many stories, and this May, **VGI and your neighbors need you**. Purchase a garden; volunteer for a day—or all 15 days; donate shovels, wheelbarrows, or rakes; or donate a garden for someone in need. The 4x8-ft. garden beds each cost \$160, with reduced-cost options for those requiring assistance. To install the beds, VGI needs hundreds of volunteers—neighbors helping neighbors turn lawns into food-producing oases in our city. VGI volunteers move soil, assemble wooden raised beds, build community with fellow volunteers and garden recipients, and get their hands dirty creating food sources right outside people's doors.

Baird, Bartolotta Restaurant Group, BMO Harris Bank, CNH Industrial/Case Construction, Gorman & Company, Inc., Green Man Tree & Landscape, Home Gr/Own Milwaukee, Milwaukee Habitat for Humanity, Neighborhood Improvement Development Corporation, and Purple Cow Organics have come together to support the 2014 Victory Garden Blitz. VGI is so grateful to Habitat for Humanity for lending their warehouse space for the Blitz's home base. Join us in making the Victory Garden Blitz a truly citywide event!

Together, we're growing a better Milwaukee. Head to www.VictoryGardenInitiative.org/Blitz or call **(414) 431-0888** for more information and to sign up.

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About Victory Garden Initiative:

The Victory Garden Initiative promotes a sustainable and socially just food system by building communities of people who grow their own food, reintegrating human and food ecology. The scope of Victory Garden's educational programs and urban agricultural projects encompass a complete cycle: from soil, to seed, to plate, and composting back to soil – in back yards, front yards, rooftops and on patios. This is a grassroots movement. Move grass, grow FOOD!