

Interviews can be arranged with Gretchen Mead, Executive Director of Victory Garden Initiative

April 9, 2012

Press Release – For Immediate Release

Victory Garden Installation Blitz Expands to Week Long Event in Milwaukee County

Victory Garden Initiative Blitz Will Install Record Breaking Number of Gardens the WEEK of May 19-26th. New this year: Gardens are being installed all over Milwaukee County EVERYDAY that week! There are three ways you can get involved.

- 1) Buy a garden, or two or soil from us. Raised bed gardens are \$150 each. Visit our website to buy a garden: <http://www.victorygardeninitiative.org/>
- 2) Donate to help someone else grow food who cannot afford a garden. (\$150 sponsors someone else to have a garden. This year we will be helping Pathfinders and Repairers of the Breech install community gardens.
- 3) Get groups of friends together and install gardens with us. We have volunteer opportunities over 8 days and across the county. Visit our website to volunteer.

Donate, sign up to help, identify your team or add your garden location through our website:

www.VictoryGardenInitiative.org

We need hundreds of volunteers to install as many gardens as possible throughout the city. **Volunteer opportunities all week long. We expect to install hundreds of vegetable gardens this year, more than doubling our past events!**

Gardens can be installed in yards, businesses, schools, churches, and community spaces. All these gardens help feed Milwaukee with fresh, organic food.

Final Day Blitz Installation: 8AM Kick-Off at the (NEW Location this year) Urban Ecology Center at Washington Park located in the Community Building/Washington Pavilion on the lagoon on the north east side of the park at 1859 N. 40th Street. (Pre-register to volunteer)

9AM Teams divide up, install gardens.

6PM Party with the gardeners! Bring a dish to pass and meet fellow gardeners. Live entertainment starts at 8pm. Bring your lunch for any garden installation day you work.

Victory Garden Initiative Director Gretchen Mead says, "You can help by donating gardens to those who can't afford it, or offering your expertise and service for the event. This year, we especially need TRUCKS to move soil! This is a grassroots movement to grow more food for a nutritious, sustainable food system. Real change, one garden at a time. Help us plant as many food gardens as possible throughout the city in one week!"

Special thank you to our sponsor CNH, who is donating support for 100 gardens for low-income Milwaukee area residents! They will contribute a Case Construction skid steer loader for us to use during the event too.

Other major supporters include: Purple Cow Organics, West Allis Department of Health, City of Milwaukee's Neighborhood Development Investment Corporation, Blifferts Lumber, and so many more!

Mead adds, “With generous support from our partners, we are able to we are able to expand our 2012 capacity to plant hundreds residential gardens. This will enable hundreds of Milwaukee county residents to be able to grow their own food. Their generous support will allow us to provide garden beds at a sliding scale fee or for free to families in need.”

Victory Garden Initiative builds communities who grow food, reintegrating human and food ecology; advancing a resilient food culture: from soil, to seed, to plate, to soil. When everyone is a farmer, we will have a socially and environmentally just food system. Find out more a www.victorygardeninitiative.org

Victory Garden Initiative, 1700 E. Olive, Shorewood, WI 53211