



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

FOR IMMEDIATE RELEASE

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### **VICTORY GARDEN INITIATIVE HOSTS 4<sup>TH</sup> ANNUAL FRUITY NUTTY AFFAIR**

**MILWAUKEE. Tuesday, February 11, 2014** — In two weeks, Victory Garden Initiative (VGI) is celebrating. At the fourth annual **Fruity Nutty Affair on February 22, 2014**, over 200 of Milwaukee's best will toast to the winners of five community orchards, won via VGI's Fruity Nutty 5 Contest. At the Humphrey Scottish Rite Masonic Center at 709 N. Van Buren, a location steeped in Milwaukee history, VGI will reveal the orchard-winning neighborhoods—and the next chapter of the VGI story.

That February night, friends and neighbors will raise a glass to raising orchards at VGI's **complimentary cocktail hour, dance to live swing music, enjoy heavy hors d'oeuvres from much-loved Milwaukee restaurants and caterers, meet the Fruity Nutty characters and win silent auction prizes focused on healing, growing, exploring, and more.** Bonus: There will be a fruity-nutty photo booth!

VGI builds communities that grow their own food, creating a socially just, sustainable, healthy, community-based food system. Planting these five community orchards is key to that fruitful work, and the funds raised by the Fruity Nutty Affair make it happen. Our city makes it happen.

Get your tickets at **[VictoryGardenInitiative.org/FruityNuttyAffair](http://VictoryGardenInitiative.org/FruityNuttyAffair)** for \$60. For \$70, start the evening with a historical architecture tour of the Center, and for \$400 get a thicket of eight tickets and bring your fruity-nuttiest family and friends. VGI is excited to dance the night away with their friends and supporters, dressed in their best "farmer chic."

This event is sponsored by BMO Harris Bank, and catered by Afro Fusion Cuisine, Amilinda, Baked!, Ball 'n' Biscuit, Café Corazon, Centro Café, Gloriso's, MKE Localicious, Mighty Fine Foods, Simple Café and Urban Caveman Food Truck. It will feature silent auction prizes from acupuncture to blacksmith lessons, cooking classes to museum memberships.

**Apply for this year's Fruity Nutty 5 Contest by February 14.** Gather your neighbors and find an application NOW on [VictoryGardenInitiative.org/fruitynutty](http://VictoryGardenInitiative.org/fruitynutty) or call (414) 431-0888. Milwaukee, let's get growing!

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#### **About the 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.*