

## **PRESS RELEASE**

FOR IMMEDIATE RELEASE

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Contact: Joey Soto, Publicity

Phone: (310) 266.9717

E-mail: Joey Soto [rawjoey@gmail.com](mailto:rawjoey@gmail.com)

Project website: <http://www.gardensofgratitude.org>

### **The Westside Permaculture Group Announces 100 Garden Challenge**

*Santa Monica, California* – The Westside Permaculture Group is sponsoring the “100 Garden Challenge.” The purpose of this event is to create 100 edible gardens in a single weekend. To build and enhance our community. Raise awareness about the benefits of locally grown organic produce. Ultimately, to inspire an appreciation of the gifts nature has to offer. The “100 Garden Challenge” will be held Saturday and Sunday, April 24 and 25, 2010.

There are three primary ways to get involved:

1. Community members who desire to start and maintain an edible garden are encouraged to register their future garden site for the "100 Garden Challenge" on the Gardens of Gratitude website. It is necessary to have land for a garden or fruit tree or space for potted plants. The Westside Permies are able to assist the owner gather materials for the event, but it is ultimately up to each homeowner to purchase any supplies they may need for their gardens. For participants in need of advice or assistance in designing or planting their garden, the all volunteer based Westside Permies will supply the needed talent and workers to assist registrants in completing the work. In exchange it is appropriate to provide the volunteers lunch and beverages. Participants may also work independently if they prefer, simply sign up your garden project site in solidarity. Financial assistance in the form of materials donations is also available to qualified project sites.

2. Gardens of Gratitude is seeking volunteer gardeners of all skill levels and ages to assist in the designing, planting and maintaining of the gardens before, during and after the event. Needed volunteers include: both unskilled and skilled gardeners; certified gardeners (i.e.: with Master Gardener, Biointensive Gardening or Permaculture Design certification, or the equivalent); trucks and drivers. Other volunteers desired include artists, musicians, and cooks for the Gratitude Parties being held both afternoons of the event..

3. Gardens of Gratitude is seeking businesses and organizations interested in supporting the event through monetary or in-kind donations. Proceeds will go toward financing supplies for qualifying low-income participants in realizing their garden, and other direct event costs. Donations over \$100 are tax deduct-able and will be acknowledged on the event Web-site sponsor page with a business/organization logo and website link, in outreach posters and at Gratitude Parties. Current sponsors include: Westside Permies, Sustainable Works, The City of Santa Monica, The Old Chimney Farm, Thank God I, Social and Environmental Entrepreneurs and Local Access Places.

Registration for garden sites, volunteering, or becoming a sponsor for the event may be completed by visiting the "Gardens of Gratitude" web site: <http://www.gardensofgratitude.org>.

For more information please contact Joey Soto  
[rawjoey@gmail.com](mailto:rawjoey@gmail.com)

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