

For Immediate Release

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WOOLLY POCKETS CREATING “LIVING GREEN WALL” OF PLANTS IN UNION SQUARE TO COMMEMORATE EARTH DAY 2010

Display Promoting New York Restoration Project’s NYC Grows Festival on Sunday, April 25th and Encouraging Woolly School Gardens Across the Country

Miguel Nelson’s dream is to someday have New Yorkers walk by walls of plants and pick fresh carrots to eat. His first step to achieving this is creating a “Living Green Wall” of edible plants and native New York plant species in Manhattan’s Union Square that invites passersby to discover an innovative approach to growing vegetation in an urban environment like New York City.

In anticipation of New York Restoration Project’s (NYRP) NYC Grows festival on Sunday, April 25, 2010 in Manhattan’s Union Square, Nelson’s Woolly Pocket is joining forces with NYRP on Thursday, April 22nd to plant a large-scale vertical garden display on Union Square’s south plaza. The “Living Green Wall” will be just that – a 40’ x 8’ vertical garden created with live, lush plants, all housed in Woolly Pocket’s modular gardening containers made of recycled plastic bottles. Beginning at 8 am on April 22nd, volunteers from Woolly Pocket, NYRP and Billy Cohen Ltd. Landscape Design Studio will plant the green wall to commemorate the 40th anniversary of Earth Day.

“Woolly Pocket is so excited to create a ‘living green wall’ to inspire all New Yorkers on Earth Day to get involved in urban gardening – be it the growing of vegetables or a simple houseplant,” said Nelson. “Through our presence at NYC Grows on April 25th, Woolly Pocket wants to encourage families, students and individuals to discover their green thumb, and to get involved in their local community or school gardening program.”

The green wall – comprised of over 400 Woolly Pockets – will be on display in Union Square beginning Thursday, April 22nd through the NYC Grows festival on Sunday, April 25th. Presented by *Organic Gardening magazine*, NYC Grows is an environmental-themed, outdoor festival that invites New Yorkers to explore community gardening, urban agriculture, sustainability, organic cooking and environmental education. The event is free for all New Yorkers, and will take place from 10 am to 4 pm on Sunday, April 25, 2010 at the recently renovated plaza at Union Square in Manhattan.

“New York Restoration Project salutes Woolly Pocket for supporting NYC Grows and the greening of New York City, and in a way that utilizes recycled material,” said Darin Johnson, NYRP Vice President of Strategic Initiatives and Marketing.

Nelson hopes the green wall project also inspires New Yorkers to get involved with the Woolly School Gardens program, which helps schools create gardens and teach nutrition and gardening to students K-12. There are already thriving Woolly School Gardens in the Los Angeles area, and Nelson has set a goal of having 11,000 schools participating in his Woolly School Gardens program by 2011.

New Yorkers who sign up to become an NYRP member during the NYC Grows festival on April 25th will receive one of the planted Woolly Pockets as a “thank you” for their support. At the conclusion of the NYC Grows festival, Woolly Pocket and NYRP will also donate over 100 of the Woolly Pockets from the display to local New York City schools.

For more information on Woolly Pockets and Woolly Pockets School Gardens, visit www.woollypockets.com and www.woollyschoolgarden.org. For more information on New York Restoration Project and NYC Grows, visit www.nyrp.org.

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About Woolly Pockets

Woolly Pockets are flexible, breathable, and modular gardening containers that can be used both indoors and out (perfect for cramped New York City apartments); they have built-in moisture barriers to help protect furniture, floors and walls. Pockets are simple to install and maintain: Just place or hang and fill with soil and seeds or full-size plants. Woolly Pockets are lightweight and can be folded flat, which makes them very easy to use, move, and store just about anywhere. For more information, visit www.woollypocket.com.

Woolly School Gardens are a vision of Woolly Pockets founder, Miguel Nelson. Through the program, inexpensive gardens are planted at schools to help teach nutrition and gardening to students K-12. They are ideal for urban schools, as the Woolly Pockets planting system allows them to be created anywhere – from a concrete wall to a chain link fence. There are numerous Woolly School Gardens in the Los Angeles Area and the goal is to have 11,000 by 2011.

About New York Restoration Project

New York Restoration Project (NYRP) is a non-profit organization dedicated to reclaiming and restoring New York City parks, community gardens and open space. In partnership with the City of New York, NYRP is also leading MillionTreesNYC – an initiative to plant one million new trees throughout New York City's five boroughs by 2017.

Since the organization's founding by Bette Midler in 1995, NYRP has achieved dramatic results by investing in the greening and beautification of underserved communities throughout New York City. NYRP staff, AmeriCorps members and community volunteers have planted hundreds of thousands of trees, shrubs and flowers to support the restoration of our city's parks and community gardens; restored and helped maintain six New York City parks; and removed more than 2,000 tons of garbage from the City's open space. In 1999, Midler and NYRP saved 114 community gardens from commercial development and established the New York Garden Trust to ensure NYRP's precious plots of land remain public gardens in perpetuity. For more information, visit www.nyrp.org.