



CONTACT: New York Restoration Project, Roberta Greene
(646) 918-6008; rgreene@robertagreene.com

Organic Gardening, Erin Miller
(212) 573-0378; erin.miller@rodale.com

NEW YORK RESTORATION PROJECT CELEBRATES 15 YEARS OF GREENING NEW YORK CITY BY HOSTING NYC GROWS FESTIVAL ON SUNDAY, APRIL 25, 2010

Presenting sponsor *Organic Gardening* magazine joins NYRP in presenting free, interactive gardening and sustainability festival in NYC's Union Square (Manhattan)

NEW YORK (April 19, 2010) – New York Restoration Project (NYRP), together with presenting sponsor *Organic Gardening* magazine and in partnership with the **New York City Department of Parks & Recreation**, the **National Gardening Association** and **Union Square Partnership**, will host **NYC Grows**, an environmental-themed public festival that invites New Yorkers to explore community gardening, urban agriculture, sustainability, organic cooking and environmental education. In 2010, **NYRP** – a New York City-based, environmental non-profit founded by entertainer Bette Midler, celebrates its 15th birthday and the 40th anniversary of Earth Day by transforming this annual community event into a giant celebration of gardening and sustainable living.

NYC Grows 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 in Union Square in Manhattan. In previous years, the Festival has seen more than 20,000 attendees. This year, **NYC Grows** will expand upon traditional ideas and present fresh concepts for eco-friendly living in an urban environment. The family-friendly festival will be both fun and informative, aiming to entertain and educate New Yorkers of all ages about the joys of gardening, sustainability and living green.

“**New York Restoration Project** is thrilled to be able to give to NYC a day-long festival that we hope inspires everyone who attends to do their part to make our town the greenest, cleanest city on the planet,” said **Bette Midler**, founder of NYRP. “I thank all our sponsors for their generous support, and especially our presenting sponsor, *Organic Gardening* magazine.”

The *Garden Grooves and Market* pavilion – presented by Whole Foods Market – will feature food samplings, a 10 am outdoor IntenSati class presented by Lululemon and live, musical performances from Amy Crawford (11am), Jason Myles Goss (Noon), the Speakers (1 pm), John Oliver and the Distinguished (2 pm), and TC and The Bloodline (3 pm).

Organic Gardening's booth, which will be located in the north plaza of Union Square, will give New Yorkers a “Green Print” of their home, including tips for living a green lifestyle and featuring samples of products that will help people on their path to an eco-friendly existence.

From 11am to 1pm at the *Organic Gardening* booth, Maria Rodale, CEO of Rodale Inc., the publisher of *Organic Gardening*, will be on hand to sign copies of her new book, **ORGANIC MANIFESTO: How Organic Farming Can Heal Our Planet, Feed the World, and Keep Us Safe**. In **ORGANIC MANIFESTO**,

Rodale cuts through the confusion and suspicion surrounding organic farming and makes an air-tight case for why all of us should care about how our food is grown.

“NYC Grows shares *Organic Gardening’s* enthusiasm for educating our community on the benefits of gardening, sustainability and living green – and how much fun it all can be,” said **Ethne Clarke**, Editor-in-Chief, ***Organic Gardening***. “I can not think of a better partner to celebrate the 40th anniversary of Earth Day with.”

The *Community Garden is Blooming* pavilion – presented by Toyota – will include a community garden model designed and constructed by NYRP, programming from non-profit environmental and gardening organizations, planting and composting demonstrations, and a pop-up Chelsea Garden Center where attendees can purchase plant materials and gardening tools.

Bartlett Tree Experts has joined the *MillionTreesNYC* movement and will be providing **NYC Grows** attendees with information on planting trees in New York City, as well as supporting tree planting and care demonstrations presented by NYRP and the NYC Parks Department in the *MillionTreesNYC* pavilion.

The *Living Green in NYC* pavilion – presented by Con Edison – will showcase best practices in urban sustainability including a green roof, solar and wind power demonstrations, an eco-friendly marketplace, and a pledge tree that invites festival goers to pledge to live greener in the Big Apple.

In the *Farm to Fork Organic Cooking* pavilion, co-presented by Organic Valley, Nature’s Path and Stonyfield Farm will be sampling yogurt and granola in their outdoor café, while chefs from restaurants such as Rouge Tomate and NYRP’s New Leaf Restaurant & Bar will present cooking demonstrations and tastings in the Bosch outdoor test kitchen.

Children will be able to explore nature and the city’s great outdoors with programming in NYRP’s Naturemania pavilion, including interactive games, potting activities, animal interactions, and an eco-inspired reading area.

On the south plaza of Union Square, a “Living Green Wall” – a 40’ x 8’ vertical garden created with live, lush plants, all housed in more than 400 Woolly Pocket’s modular gardening containers made of recycled plastic bottles – will be on display. New Yorkers who sign up to become an NYRP member during the **NYC Grows** festival 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.

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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 and care for 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 on NYRP, visit the all-new www.nyrp.org.

About *Organic Gardening*

For nearly 70 years, *Organic Gardening*, the leading resource for living a healthier, more environmentally conscious lifestyle, has been empowering its readers with the most trusted, eco-friendly news and information. With the mission to "work in harmony with nature," the brand's editorial landscape leads the charge toward a sustainable future, delivering the safest and most natural approach to health, home, food and garden. In 2009, the brand experienced double-digit gains in ad sales, newsstand sales and total circulation, further reinforcing the power and growing vitality of the green movement. In 2010, *Organic Gardening* earned the # 8 spot on *AdWeek's* prestigious "Hot List: 10 Under 60."