



# New Partnership 'Grows' in NYC between Organic Gardening and the American Community Gardening Association

On April 29th, with canvas totes on hand and farm-fresh produce on their minds, thousands of New Yorkers at the bustling Union Square Green Market in New York City could have their organic tomatoes and learn how to grow them too! Jumpstarting the first of many exciting community gardening projects with the American Community Gardening Association, Organic Gardening Magazine had a tremendously successful day at NYC Grows: an open-air festival based in Union Square that celebrates community and urban gardening in New York City.

NYC Grows is co-sponsored by the NYC Department of Parks and Recreation, the National Gardening Association, the American Community Gardening Association, Organic Gardening, and the Council on the Environment of New York City. Celebrating the culmination of National Gardening Month and National Earth Week, nearly 5,000 festival attendees received a self-guided walking tour map of Lower East Side community gardens, a schedule of the numerous garden events occurring that day, and loads of complementary organic and garden-related products courtesy of generous OG Advertisers.

Along with over 40 national and regional green businesses and organizations that offered garden programming, children's art sessions, and healthy cooking demonstrations, OG editors and staff were on hand to lead important gardening workshops and provide information on the power of community gardens to become new "town squares" in residential and urban areas. Festival highlights included garden-based presentations by OG Editors Scott Meyer, Zazel Loven, and Therese Ciesinski on subjects like attracting songbirds to the garden, cooking with organic herbs, and growing lavender.



In addition to promoting community interest in urban gardening, OG introduced thousands of festival attendees to companies that support the magazine's environmentally friendly mission. Editor Scott Meyer hoped to "...take advertisers off the pages and out into the public," by distributing complementary organic bodycare products from companies like Buji, Canus, Avalon Organics, and Dr. Hauschka, along with samples of Green Mountain Coffee to festival patrons. The magazine also orchestrated the donation of much needed garden supplies to local community gardens like the Parque de Tranquilidad ("Park of Peace"), the 5th Street Slope Children's Garden, and the All People's Garden from sponsors including Fiskars, OXO, Seeds of Change, and Suncast Hose Reels.

After a busy day for OG and its advertisers at NYC Grows, Organic Gardening publisher Randy Frank Leeds reflected upon the significance of the magazine's new partnership with the American Community Gardening Association and the power for community gardens to promote unity among friends, families, and neighbors. "Organic Gardening and the American Community Gardens are perfect partners," FrankLeeds stated. "Our relationship is about giving and growing. We both understand the power of gardening. It is about the home, family, community and sanctuary even in the urban jungle."

With many more events like NYC Grows coming up in the future, Frank Leeds highlighted the importance of OG Sponsors in impacting the health and wellbeing of OG readers, families, and neighborhoods. "Our advertisers and sponsors have the unique opportunity to be connected to this powerful and passionate market." Stay tuned for more Organic Gardening and ACGA events.

