



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

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FOR IMMEDIATE RELEASE

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PURPLE COW ORGANICS AND VICTORY GARDEN INITIATIVE TEAM UP TO MOVE GRASS, GROW FOOD!

MILWAUKEE, WI — This May, Victory Garden Initiative (VGI) and Purple Cow Organics will come together for the 6th Annual Great Milwaukee Victory Garden Blitz. With VGI's volunteers and Purple Cow's soil, they will build 500 raised-bed gardens across Milwaukee. These gardens will grow in back yards, front yards, churches, schools, businesses, and everywhere you can imagine, bringing the Milwaukee Blitz Garden total to over 1500.

VGI builds communities that grow their own food, creating a community-based, socially just, sustainable, nutritious food system. Installing 500 gardens with the donation of Purple Cow Organic's nutrient-rich soil will continue making that mission a reality.

"We are so proud to offer Purple Cow Organics compost to our Blitz Gardeners," says Gretchen Mead, Victory Garden Initiative executive director. "We believe it ensures that our gardeners have the best chance of a very successful gardening experience. I can't decide what's more magical: the way a seed sprouts in soil or the very life that exists in the soil itself. For me, it's like admitting there is another universe."

And one 2013 Blitz gardener shared grateful sentiments: "I am in awe of Victory Garden Initiative and the wonderful folks who live and work its mission every day."

"Tending to soil, growing food for oneself and family is a centuries old act," said Sandy Syburg, President of Purple Cow Organics. "Modern times have seen the loss of this knowledge. Purple Cow Organics is mission driven to be there at the genesis of this re-learning."

The Blitz brings the VGI mission to life in a way that can and does involve every Milwaukeean. These two weeks of garden installing and community building are a true Milwaukee tradition. We all eat—and many of us can volunteer our time to build gardens for families to harvest their own healthy, sustainable food.

Now VGI, Purple Cow Organics, and your neighbors are ready to get growing. All people are welcome to purchase a garden; volunteer for a day—or all 15 days; donate wood or other materials; or lend time to planning and preparation. The 4x8-ft. garden beds each cost \$160, and reduced-cost options are available to people in need. And in order to install the beds, VGI needs hundreds of volunteers: neighbors helping neighbors turn lawns into food-producing oases in our city.

Log on to www.VictoryGardenInitiative.org/Blitz or call **(414) 431-0888** for more information and to sign up for a garden, snag a volunteer shift, or to donate a garden bed.

Together, VGI and our community will continue to cultivate pockets of edible abundance in every available space, changing our local food system one person, one garden, one tomato at a time. This is a grassroots movement. Move grass, grow FOOD!

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About 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.

About Purple Cow:

Purple Cow Organics, LLC is a producer of organic compost, compost tea, home grower and professional soil blends in southern Wisconsin. We dedicate ourselves to providing our customers with products that will improve the soil.