



Plant and Grow an Extra Row of Harvest For Neighbours In Need

Free seed packets for gardeners wishing to grow and share their veggie harvest

Spring 2011 (Canada) - Plant a Row • Grow a Row encourages you to dig in and join gardeners across Canada this Spring to help grow and share an extra row of veggies with free seed packets, courtesy of McKenzie Seeds.

Plant a Row • Grow a Row is an 11+year Canada-wide veggie gardening and sharing initiative that encourages folks to grow and share an extra row of veggies with others in need. The program is spearheaded by the Compost Council of Canada and the Garden Writers Association, with support from local food banks. A new extension to the program, Plant a Row • Grow a Row JUNIOR, is designed to encourage and teach children & their families how to start and grow an edible garden at their home, whether with a backyard or a balcony garden or through access to a local community garden.

"Growing veggies offers the possibility of harvests for children and their families beyond just the food that is grown," said Susan Antler, Executive Director of the Compost Council of Canada. "From planting the seed and nurturing its growth to the harvest, Plant a Row • Grow a Row is about helping to nourish bellies, community and our environment through the sustainable growing and sharing of home-grown produce."

"McKenzie Seeds is proud to support Plant a Row • Grow a Row to help families and children grow veggie gardens," said Amy Kilburn, Product Manager, McKenzie Seeds. "There are so many benefits to cultivating your own veggie garden – learning a new skill, saving money, sharing the extra harvest with those in need and of course being able to enjoy healthy vegetables fresh from your garden to the table."

A section devoted to children and veggie gardening has been posted on www.growarow.org, thanks to the support and care from organizations such as Rittenhouse and www.icangarden.com. A *Grow Your Veggie Garden Guide* is also available for download at www.growarow.org/indexENG.htm

Gardeners who are interested to grow and share their extra harvest, please call 1-877-571-GROW(4769) for a free package of bean or zucchini seeds.

(while supplies last)

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For additional information, please contact:

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About **MCKENZIE** www.mckenzieseeds.com

McKenzie Seeds is Canada's leading supplier of packaged seeds and related gardening products. The consumer products division features many well known seed brands that are shipped to 5,600 retailers across Canada every spring. The direct mail division features catalogues that reach over 500,000 Canadian households annually. Since 1896, McKenzie Seeds has been dedicated to superior, unsurpassed product selection and the highest quality standards.