



## Vineyards Growing Veggies™ at Steinbeck Vineyards & Winery

### Urban Farming

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### NEWS RELEASE

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### FOR IMMEDIATE RELEASE

#### International Organization Teams Up With Paso Robles Winery To End Hunger.

#### Urban Farming And Steinbeck Vineyards & Winery To Launch *Vineyards Growing Veggies*™ Pilot Program For Vineyards.

**Paso Robles, CA – May 28, 2008** – On Saturday, May 31, 2008 from 9am to 12 noon dozens of volunteers from the local community will pitch in to help plant approximately one acre of vegetables on donated, fertile growing land at Steinbeck Vineyards & Winery located on Union Road in Paso Robles as part of a new *Vineyards Growing Veggies*™ initiative expanding Urban Farming's mission to end hunger. Steinbeck Vineyards will be the first vineyard in the US to launch the *Vineyards Growing Veggies*™ pilot program and act as the model to encourage other vineyards to participate in the Urban Farming program across the country and worldwide. *Vineyards Growing Veggies*™ is an expansion of the Urban Farming campaign, INCLUDE FOOD!™ *when planting and landscaping.*

Using and teaching organic growing methods, the fresh-farmed, locally grown vegetables will be given away to local area food banks, volunteers tending the garden and families in need living in the surrounding community. "My family is thrilled to be part of such a great cause during a very difficult time in our economy," said Cindy Newkirk of Steinbeck Vineyards & Winery. "With skyrocketing gas and food prices and the threat of food shortages from the use of food for fuel, we are happy to help our neighbors in this community. In addition, growing organic food through a community effort not only nourishes our bodies, but it fosters a sense of belonging and builds friendships," she added.

Also contributing to the **Vineyards Growing Veggies™** program is the Farm Supply Company who is generously donating all of the irrigation system design plans, hardware and installation; Hometown Nursery is contributing vegetable seedlings along with numerous bags of grow mulch and Meyer Trucking will be involved in trucking over 4000 seedlings from Cal Poly to Los Angeles as part of the “Urban Farming Food Chain™” program, another Urban Farming initiative that will take place in downtown Los Angeles this summer.

Urban Farming was first introduced to the Paso Robles Wine Region through the Winery Music Awards, a summer long music competition among unsigned artists that took place last year in Paso Robles. Taja Sevelle, Founder of Urban Farming was introduced to Kathy Kelly, Founder/Producer of the Winery Music Awards at the final competition last year at River Oaks Hot Springs and Spa. When the two met they brainstormed ideas on how the two organizations could collaborate. The result of that collaboration began two new Urban Farming initiatives, the **Vineyards Growing Veggies™** program and a blossoming relationship with Cal Poly’s Agricultural School. The Ag school is participating in the Urban Farming Food Chain™ program by germinating over 4000 seedlings for four ‘edible wall’ systems that will be installed in and serving areas in need around downtown Los Angeles.

For more information, contact Joyce Lapinsky, Program Director at Urban Farming at (323) 610-0798 or Kathy Kelly, Vineyards Growing Veggies™ Program at (805) 434-5100 or (310) 717-8750.

#### NOTE TO EDITOR:

##### **About Urban Farming**

Urban Farming is an international 501c3 organization headquartered in Detroit, Michigan, that plants food on unused land and space to give it to those in need. Their mission is to end hunger in our generation. Food gardens are planted on unused land in cities, on rooftops, on walls, in planters, in malls and within landscaping. They also develop Green Science Gardens on school campuses, K-College. The guiding principle of Urban Farming is to form win-win partnerships with local, national and international businesses, government agencies, non-profits as well as community members and leaders, faith-based organizations and youth and senior groups. They facilitate mentoring youth and adult entrepreneurship and teach about agriculture, alternative flues, math, science, life skills and healthy eating.

Stills from Saturdays planting will be available on the Urban Farming website at: [UrbanFarming.org](http://UrbanFarming.org)