COMMUNITY GARDEN IS REVITALIZED THROUGH $25,000 GRANT AWARD

National GRO1000 Gardens and Green Spaces Partnership Kicks off in San Francisco

SAN FRANCISCO (March 13, 2012) – San Francisco Mayor Edwin Lee, The U.S. Conference of Mayors (USCM) and The Scotts Miracle-Gro Company (SMG) today joined in an event to celebrate the expansion of the Quesada Community Garden in the Bayview Hunters Point neighborhood. The expansion of the garden is part of a nationwide GRO1000 gardens and green spaces program made possible by a grant award of $25,000 (cash and in-kind) from a USCM/SMG partnership.

The GRO1000 program has established a goal of developing 1,000 community gardens and green spaces in the U.S., Canada and Europe by 2018. The program is designed to help communities and its residents experience the benefits of community gardening and green spaces and support local hunger needs.

“The Quesada Gardens Initiative has helped to transform the Bayview Hunters Point neighborhood,” said San Francisco Mayor Edwin M. Lee. “I would like to thank the U.S. Conference of Mayors and Scotts Miracle-Gro for bringing national attention to San Francisco’s leadership in developing green open spaces and bringing cities closer to the goal of creating 1,000 gardens and green spaces in the U.S., Canada and Europe by 2018.”

At the event, area students and community volunteers joined city officials and GRO1000 partners to restore the garden area and prepare the site for a new food swapping and distribution center. Gardening and environmental education activities were also held for area residents and youth. One deserving student was presented with the ScottsMiracle-Gro Give Back To Gro Youth Gardener Award.

“We are honored to be in San Francisco and working with a team of local and national partners to improve our cities through our GRO1000 program,” said Phil Jones, West regional president for ScottsMiracle-Gro. “Through the development of urban gardens, residents will be able to enjoy the benefits of gardening while helping to build a healthier city.”

The Quesada Gardens Initiative is a catalyst for community improvement and sustainability and serves as a leading model of environmental gathering space design. Formed in 2002 as a result of local citizens wanting to make a change in their community, the Quesada Gardens Initiative is part of a growing network of grassroots building projects in the heart of a diverse and economically challenged neighborhood.

"I applaud the U.S. Conference of Mayors and ScottsMiracle-Gro for their involved support of the grassroots community building that is our best hope for sustainable and healthy urban..."
communities,” Jeffrey Betcher, Quesada Gardens Initiative. “Through this partnership, we will build infrastructure to improve the educational experience of all who visit this urban garden.”

GRO1000 San Francisco is made possible through the combined efforts of The U.S. Conference of Mayors, ScottsMiracle-Gro, Plant A Row for the Hungry, the National Gardening Association, the Garden Writers Association and Franklin Park Conservatory and Botanical Gardens.

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About ScottsMiracle-Gro
With approximately $3 billion in worldwide sales, The Scotts Miracle-Gro Company, through its wholly-owned subsidiary, The Scotts Company LLC, is the world's largest marketer of branded consumer products for lawn and garden care. The Company's brands are the most recognized in the industry. In the U.S., the Company's Scotts®, Miracle-Gro® and Ortho® brands are market-leading in their categories, as is the consumer Roundup® brand, which is marketed in North America and most of Europe exclusively by Scotts and owned by Monsanto. In Europe, the Company's brands include Weedol®, Pathclear®, Evergreen®, Levington®, Miracle-Gro®, KB®, Fertiligene® and Substral®. For additional information, visit us at www.scotts.com.

About USCM
The U.S. Conference of Mayors is the official nonpartisan organization of cities with populations of 30,000 or more. There are 1,210 such cities in the country today, and each city is represented in the Conference by its chief elected official, the mayor. Find us on Facebook at facebook.com/usmayors, or follow us on Twitter at twitter.com/usmayors.

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