



# Template Press Release for individual gardens

(Copy and paste into a word doc to edit)

## **[name of garden] joins national Good to Grow Day 23-26 April to celebrate community food growing**

**[name of garden]** in **[location]** is joining the national Good to Grow Day (formerly the Big Dig Day) on the 23-26 April and is inviting visitors and volunteers, new and old, virtually and in person, to explore how to grow food in urban areas and celebrate the start of spring and the new growing season.

**[name of garden]** is inviting visitors to meet (virtually and in person) neighbours, learn new skills and get the opportunity to grow their own food.

**[say something about the timings and activities you have planned for the day]**

**[say what's unique about your garden such as unusual location, history or features is it built in reclaimed industrial areas, an edible bus stops or site in the city centre, etc.]**

**[Insert quotes from garden coordinator and/or existing volunteer]**

*"We've been blown away by how resilient and agile urban food gardens have been over the past year responding to the pandemic, either by engaging their volunteers and garden users remotely and supporting them to grow more at home, or by scaling up their food production and donating to people in their neighbourhoods who need access to affordable, healthy and fresh produce the most! The Good to Grow Day this year feels like the perfect opportunity to celebrate all this amazing work and bring people together to sow some seeds of hope for 2021. Now more than ever people want access to nature and a chance to connect with their local communities so the Good to Grow Day provides a platform for gardens to shout about the great stuff they're doing and let people know how to get stuck in." commented Fiona McAllister, Capital Growth Coordinator.*

*"This year has been challenging for absolutely everyone but it's been amazing to see so many new people getting involved in food growing, whether at a local community garden or on a windowsill. Growing your own vegetables is a great way to eat more and get the family to try new vegetables. Over 80 per cent of us are failing to meet our daily recommendation of three portions of veg a day. It's now more important than ever to get the whole family (and the whole community) interested in eating healthily and these community growing spaces are doing just that. I'm delighted to celebrate the achievements of so many gardens who are joining the Good to Grow Day this April." Added Ren Piercey, Local Action Officer, Sustainable Food Places*

Find your closest participating garden, or register your garden to take part on our interactive map at [www.goodtogrowuk.org/](http://www.goodtogrowuk.org/)

ENDS

**#GoodToGrow2021**

**sustain**  
the alliance for better food and farming

**good to grow**

CAPITAL growth



For more information please contact [\[garden contact\]](#) or visit [www.goodtogrowuk.org/](http://www.goodtogrowuk.org/)  
#GoodToGrow2021

## Editorial Notes

### Good to Grow

Good to Grow is an online platform to support food growing in the UK, run by the food and farming charity [Sustain](#). It was initiated by [Capital Growth](#), London's largest food growing network and a project of Sustain, in London in 2012. With help from the Sustainable Food Places network and the Veg Cities campaign, hundreds of gardens all over the UK are involved this year.

### Good to Grow Day 2021

The Good to Grow Day 2021 takes place Friday 23 - Monday 26 April across the UK to promote edible gardens and encourage people to volunteer and get involved.

### [\[garden name and description\]](#)

### Capital Growth

Capital Growth is London's Food Growing Network, with over 2000 members. Whether you are growing at home, as part of an allotment, in a community group or school you can join for free to receive benefits such as discounts, advice and monthly e-newsletters.

### Sustainable Food Places

The Sustainable Food Places (SFP) network is a rapidly growing movement of over 50 towns, cities, boroughs and counties who share a belief in the power of food as a vehicle for driving positive change. The SFP approach involves developing a cross-sector partnership of local public agencies, businesses, academics and NGOs committed to working together to make healthy and sustainable food a defining characteristic of where they live.

### Veg Cities

Veg Cities is a feature campaign of Sustainable Food Places, coordinated by food and farming charity Sustain in partnership with the wider Peas Please initiative. The aim of Veg Cities is to increase availability and consumption of vegetables and there are currently 20 cities and other local areas involved.