



**For Immediate Release**  
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### **GROWN NYC PILOTS GREEN BEETZ HEALTH-BASED CURRICULUM IN 10 NYC PUBLIC SCHOOLS**

New York, NY– Beginning in Fall 2015, GrowNYC will partner with Green Beetz to deliver the organization’s holistic food-based curriculum to over 300 elementary school students city-wide. GrowNYC will distribute and support teachers in implementing Green Beetz’s health-based curriculum to 10 elementary schools over the course of a one-year pilot in collaboration with Grow to Learn NYC: The Citywide School Gardens Initiative, a program of GrowNYC in partnership with the NYC Parks Department’s Green Thumb division.

Green Beetz’ mission is to empower middle schoolers to navigate the complex issues surrounding food in the 21st century. Green Beetz’ innovative, holistic curriculum incorporates media and inquiry-based activities, inviting students to consider how food impacts the environment, their bodies and the world around them. The Green Beetz curriculum was developed in collaboration with The New York Academy of Sciences to ensure its alignment with age-appropriate STEM topics and Common Core State Standards. Since the non-profit’s founding in 2013 by Dr. Anna Chapman, Andrew Chapman and Tracey Kemble, the organization has worked in East and Central Harlem to test its holistic model.

Included in today’s announcement is the release of “Captain Trash Bag,” a Green Beetz original video promoting the curriculum and produced by Green Beetz and Bird’s Nest Foundation. <https://youtu.be/wbe5QkGztgQ>

“Green Beetz is pleased to partner with GrowNYC,” says Dr. Anna Chapman, Co-Founder and Vice President, Green Beetz. “As a leader in promoting sustainable food

systems and environmental awareness throughout the city, GrowNYC is uniquely positioned to help us to bring Green Beetz to scale. We look forward to bringing the Green Beetz program into more classrooms city-wide.”

Grow to Learn NYC: The Citywide School Garden Initiative was established by [The Mayor's Fund](#) and [GrowNYC](#) to inspire, facilitate and promote the creation of a sustainable school garden in each and every public school across New York City. Together with The [Mayor's Fund to Advance NYC](#), [GrowNYC](#), [NYC Department of Parks and Recreation's GreenThumb division](#), and [Department of Education's Office of SchoolFood](#), Grow to Learn ensures that every public school has access to the information and support needed to create and maintain a successful garden. It accomplishes this by providing access to funding, materials, technical support, advocacy and access to a citywide network that makes the scale of New York City manageable by bringing together partnerships and resources into one convenient, central location for school gardeners.

“Garden-based learning appeals to all ages, all abilities, and endless subjects. When a child steps outside, studies pollinators, smells and touches oregano or basil, plants a tomato, learning comes to life. With 500+ Grow to Learn gardens built across the City, we are always looking for ways to enhance the experience for our teachers and students,” said GrowNYC Executive Director Marcel Van Ooyen. “That’s why our partnership with Green Beetz is so exciting; we can bring high-quality curriculum to our schools, closing the loop so that every student gets to learn how what we eat impacts how we feel.”

The first cohort of schools participating in the one-year pilot include 4<sup>th</sup> – 6<sup>th</sup> graders at:

PS376K (Bushwick, Brooklyn)  
PS151K (Bushwick, Brooklyn)  
PS32K (Carroll Gardens, Brooklyn)  
PS32X (Belmont, Bronx)  
PS25X (Longwood, Bronx)

Participating schools will each receive a \$2,000 mini grant to support the expansion of a school garden and its connection to the Green Beetz curriculum. A new full-time Green Beetz School Manager, a staff position at GrowNYC, will also support teachers of the 21-lesson curriculum.

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Nonprofit GrowNYC is *the* sustainability resource for New Yorkers: providing free tools and services anyone can use in order to improve our City and environment. Reaching three million New Yorkers every year, GrowNYC operates Greenmarket

farmers markets, engages New Yorkers in recycling education and resources, builds and maintains green spaces and engages young people in hands-on education. Learn more at [www.grownyc.org](http://www.grownyc.org).

Green Beetz is a non-profit organization founded in 2013, with the mission to empower middle schoolers to navigate the complex issues surrounding food in the 21st century. Green Beetz' innovative, holistic curriculum incorporates media and inquiry-based activities, inviting students to consider how food impacts the environment, their bodies and the world around them. Major support of Green Beetz is provided by the Chapman Perelman Foundation with additional support by Laurie M. Tisch Illumination Fund. Learn more at [www.greenbeetz.org](http://www.greenbeetz.org).