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FOR IMMEDIATE RELEASE

Leading NYC Environmental Org. Celebrates 45 Years

Cake Cutting by Founder Marian Heiskell in Union Square Greenmarket

GrowNYC, the city's essential environmental resource is celebrating 45 years of service with a birthday party at their most iconic project – the Union Square Greenmarket – one of 54 Greenmarkets the nonprofit GrowNYC operates. New Yorkers can celebrate with founder and honorary chair Marian S. Heiskell, friends, and staff, the decades of accomplishments to create a greener, cleaner New York City.

What: GrowNYC 45th Birthday Celebration

There will be a cake cutting at noon, made by Gotham Bar and Grill using local flour, by founder Marian Heiskell, a GrowNYC photobooth, a photo gallery, activities at different stations like test your recycling skills, make a seed necklace and demonstrations by teens cooking in pizza box solar ovens and more.

When: Monday, May 18 at 12:00 PM

Where: Union Square Greenmarket (northeast corner of Union Square – near market managers' tent)

When Mayor Lindsay decided to “do something” about New York City’s urban landscape, he created the Council on the Environment of New York City (CENYC), and he tapped Marian Heiskell of the New York Times family as leader to steward the organization.

Established the same year as the first Earth Day, though before green was in vogue, GrowNYC (then CENYC) made recommendations to the City – and later took action -- on recycling and waste reduction, open spaces, education for all, and even healthy local food.

Under a bridge on 59th Street, GrowNYC convinced 8 farmers to set-up shop for the day; hence the first Greenmarket was born and today is the country’s largest outdoor farmers’ market program with 50+ Greenmarkets in the five boroughs. In 1978 our Office Paper Recycling was the first initiative of its kind to convince large companies in New York City to recycle.



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GrowNYC's Liz Christy and Richard Abrons threw seed bombs over fences of vacant lots that established some of the City's first community gardens.

Providing free services to some 3 million New Yorkers annually, GrowNYC has made great strides to improve quality of life for all:

- Built from the ground up 83 vibrant community gardens, urban farms and play spaces – always with community partners.
- In partnership with the City of New York, we have helped create more than 500 new school gardens in the city, providing mini-grants, plants and materials, training and more.
- Support a network of 240+ small family farm businesses, and ensure all New Yorkers have access to the best quality food our region has to offer through our network of now 52 Greenmarket farmers markets.
- We engage 60,000 youth each year in hands on education ranging from field trips to Greenmarkets to planting trees in urban parks.
- We have diverted 4.5 million pounds of food scraps from disposal for composting in partnership with DSNY

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GrowNYC is the sustainability resource for New Yorkers: providing free tools and services anyone can use in order to improve our City and environment. More gardens, greenmarkets, more recycling, and education for all. Learn more at www.grownyc.org

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