**FOR IMMEDIATE RELEASE**

**Project Farmhouse Opens Doors**

*NYC’s first Center for Sustainability and Education opens in Union Square*

**April 29, 2017 New York, NY** GrowNYC is opening doors today to Project Farmhouse- a state-of-the-art sustainability and education center right here in New York City--to the general public.

Located just steps from Union Square, and the first of its kind in New York, Project Farmhouse is an international center for learning and exploration and a hub for sustainability centrally located in Union Square Manhattan. Imagine a central location for environmentally themed film festivals, panel discussions, cooking classes, conferences and more. GrowNYC’s first ever permanent, public home from which they will serve all New Yorkers.

"Project Farmhouse is our biggest, most exciting project in our 45-year history,” said Marcel Van Ooyen, President / CEO of GrowNYC. “GrowNYC will finally have a home where we can provide ALL New Yorkers with the tools and resources they need to create a better, more sustainable life and city. We look forward to welcoming all of you to participate in our programming."

Featuring state-of-the-art green design by ORE Design, Project Farmhouse will be a home for dynamic programming, including: environmental and nutrition education for K-12; talks and lectures on a variety of environmental topics, hands-on cooking classes, workshops ranging from container gardening to residential recycling training, a popular food-centric Educated Eater series; volunteer trainings, conferences and more.

The 3,500 square foot ground level space features the Boffi Soho Teaching Kitchen, seamlessly designed and outfitted with Gaggenau’s professional-grade appliances and lava stone countertop and backsplash by Nero Sicilia. The Boffi kitchen will provide a space for a variety of cooking classes and nutrition education, including chef-led programs. Breville USA donated kitchen tools including juicers and an espresso machine. A large central flex space that can be used as one large meeting area with movable tables and chairs, and a mid-size conference room in the back for meetings and workshops.

The Con Edison Green Wall is a defining feature of the space, growing lettuces and herbs vertically under the glow of plant lights. The wall was designed and installed by Alex Bodell of HortLED and will be maintained by Blue Planet. The space itself serves as a living classroom, featuring recycled plastics, salvaged timbers and re-engineered materials throughout and other green design elements.

Project Farmhouse will offer a monthly calendar of curated events open to the public at low or no cost. Visit [www.projectfarmhouse.org](http://www.projectfarmhouse.org) for more information. The space is also available as a private rental space for meetings, conferences, receptions and benefits, allowing the space to generate income and contribute to its financial sustainability.

 “Whole Foods Market and GrowNYC share the same core values in providing access to education to improve our cities and environment, and we are proud to see Project Farmhouse come to fruition,” said Christina Minardi, president of Whole Foods Market’s Northeast Region. “We’re always delighted to see the successes of our 5% Day partners and know that GrowNYC’s Project Farmhouse will proudly serve New York City and local residents.”

Learn more at projectfarmhouse.org

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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