



## MEDIA RELEASE

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### **Sow & Grow your edible garden – SBS Bank revitalises spring garden giveaway**

It was such a success in 2010, that the team at SBS Bank and the Queenstown Harvest Community Gardens are joining forces to bring it back again – and this time their seed giveaway is bigger and better than ever.

Officially launching on Thursday 1 September, the community-inspired Sow & Grow initiative will see the team at SBS Bank Queenstown giving away hundreds of packets of vegetable and herb seeds to encourage their community members to grow their edible garden.

SBS Bank business development officer Honor Mathieson said they had been ecstatic to see a green finger revival sparked in the Lakes District last year with individuals, schools and organisations harvesting the rewards of their planting projects.

“Last year’s community giveaway was amazing and the support we have received from local community groups and businesses for this year’s giveaway is overwhelming. Our vision to create a sustainable, community-driven, hands-on growing experience everyone can embrace has certainly come to fruition and we know the interest is already building for the next giveaway.”

Ms Mathieson said the concept had proven popular with some preschools and schools using the initiative as an educational project, so it was intended to take the Sow & Grow initiative into several of the local schools for the next round with the help of the local EnviroSchools Facilitator. SBS Bank is also proud to sponsor the 2012 Lake Hayes A & P Show’s vegetable growing competition and will be encouraging their community members and school children to enter the contest.

“One of our local non-profit SBS Star account holders, the Queenstown Harvest Community Gardens Inc, has again joined us to for the promotion and we will be joining them at the Remarkables Midwinter Market on Saturday 27 August, from 10am to 3pm, to launch this year’s initiative.”

Highlights will include Jacqui Stubbs attendance for booking signings between 11am and 12pm for her *Raising Queenstown* book on sale for \$25, with a \$5 donation from proceeds going towards the purchaser’s choice of school or the Queenstown Harvest Community Gardens. There will also be free balloons and stickers and a demonstration on how to make a newspaper pot for planting seeds.

Attendees will have the opportunity to become a member of the community gardens and receive a plot to grow their own vegetables, enter the SBS Bank prize draw and be in to win one of many great prizes being donated by local businesses supporting the initiative, Ms Mathieson said.

The local business support has been extremely generous this year with Shotover Garden Centre, Jim Shaw and Thalia Dunn from Lawn and Property Maintenance, Lake Hayes A & P Show, Central Wormworx, Easy-Veg, Queenstown Landscaping, Remarkables Market and Wanaka Wastebusters all donating services and goods for prizes. Not to be left out, SBS Bank is also donating many *Edible Garden* books as well.

Ms Mathieson said the promotion would continue until all of the seeds had been given away and people can visit the Queenstown SBS Bank team in the branch to collect their seeds.

**For further information please contact:**

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