



MEDIA RELEASE

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SBS Bank on board with spring garden giveaway

The team at SBS Bank Queenstown are farewelling the long, wintery nights and welcoming the arrival of all things spring with the launch a community-inspired promotional giveaway.

From this week the SBS Bank team in Queenstown have started giving away 950 packets of vegetable seeds to encourage their community members to get growing this spring.

SBS Bank Business Development Officer Honor Mathieson said the concept had grown considerably from the initial seed packet giveaway with great support being offered from other local and national organisations.

“The idea has grown from our banking consultant Lisandra Rossi-Macaes decision to grow her own vegetable plot last year. She really enjoyed her organic produce and watching her daughter take care of her very own strawberries as pets”.

“Community support is pivotal for us all here at SBS Bank and we could all see the benefit of growing your own vegetables being sustainable and the family participation factor because it is something everyone can have a go at,” Ms Mathieson said.

“One of our local non-profit SBS Star account holders, the Queenstown Harvest Community Gardens Inc, has joined the community spirit of our promotion and our team will be taking applications from locals to join their community garden or make a tax-free donation.”

The Harvest Community Gardens Network Inc is loosely based on the British allotment concept, enabling anyone of any level to experience a garden in a shared and supportive environment.

Ms Mathieson said along with the seed giveaway and Queenstown Harvest Community Gardens Inc applications, members receiving seeds would also receive a Tui Vegetable Growing Guide with a planting calendar and includes details on entering *The Tui Great NZ Grow Off* spring vegetable growing competition.

Jacqui Stubbs 100-page book ‘Raising Queenstown’ will also be on sale in the branch for \$25 with \$5 going towards a local charity or school. Jacqui has been writing local gardening columns for the Mountain Scene and they have now published her articles into a book.

“Finally, as a last little incentive to get all of our Queenstown community green-fingered and growing, those who come in and get their free seeds and brochure, can go into a prize draw to win a fantastic, ‘Yates Garden Guide’ book, Jacqui Stubbs ‘Raising Queenstown’ book or a prize donated by SBS Bank members Jim Shaw and Thalia Dunn from Lawn and Property Maintenance to help them further with their New Zealand gardening adventures.”

Ms Mathieson said the promotion would run until all of the seeds had been given away.

For further information please contact:

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