



NEW ORGANIC GARDEN KIT OFFERS SCHOOLS A HEALTHY, ECO-FRIENDLY FUNDRAISING ALTERNATIVE

Educational fundraiser aims to curb childhood obesity and environmental waste

September 30, 2008, Aptos, Calif. -- With education at the heart of its mission, Surf City Growers announced today that it is offering its My First Organics seed starting kits to schools and youth groups as a profitable -- yet healthy and eco-friendly -- fundraising alternative to the traditional candy, cookies and gift wrap drives. Priced at \$14.99, schools and youth groups can earn up to \$5 profit per kit sold by conducting a traditional or Internet fundraiser. They can get started today by filling out a simple form at www.myfirstorganics.com.

"We all know that childhood obesity is an epidemic in the United States. Why should our kids contribute to the problem by selling candy and cookies? How much gift wrap do we need? We felt it necessary to offer a responsible, conscientious choice to help under-funded schools and youth groups raise money." said Linda McNair, president and co-founder. "It's also an amazing way for more families to learn about eating healthy and caring for the environment."

My First Organics seed starting kits are a fun and educational hands-on activity that teaches kids of all ages how and why to grow organic produce. Everything in the kits is Earth-safe, made up of a reusable or recyclable mini-greenhouse complete with organic seeds, soil and biodegradable pots that can be placed directly into the soil.



Step-by-step, kid-friendly guidance and illustrations are also included, making each step simple.

"With two kids at home, we're always looking for something educational and creative to do together, taking them away from the computer and TV screens. Our organic seed starting kits are a fun way for our family to nurture something that we like, and then cook and eat together too," said Trent McNair, vice president and co-founder.



Surf City Growers, Inc.

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My First Organic Kits come in a variety of colorful, delicious veggies and herbs that can be grown in a garden plot or a container. Varieties include red cherry tomato, heirloom yellow pear cherry tomato, burgundy bush bean, snap pea, broccoli, cauliflower, butternut squash, butter lettuce and a parsley and basil herb combination. A great gift idea, the kits are good for one year from the date of purchase.

About Surf City Growers

Surf City Growers was founded in 2005 by Linda and Trent McNair, two garden enthusiasts who had enough of the high-tech industry and took a leap of faith. Parents of two children, a dog and two cats, organic gardening is a tradition in their family. However, they knew that most people didn't benefit from this education and decided to create a business that immersed them in what they cared about, and made a difference too.

Surf City Growers is committed to providing organic gardening products that educate people on the importance of eating healthy, caring for the environment and supporting their communities through agriculture. Certified by the California Certified Organic Farmers (CCOF) and the United States Department of Agriculture (USDA), Surf City Growers is one of the few organic ornamental plant growers in the State of California, and perhaps the only one on the Central Coast. To learn more, visit www.surfcitygrowers.com or www.myfirstorganics.com.



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Downloadable images can be found at www.myfirstorganics.com. Click on the News link at the bottom of the page.



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