



PLANTS WITH A CONSCIENCE

Surf City Growers Offers Non-Toxic Alternatives and Launches Website to Simplify Gardening Process

Aug. 1, 2006, APTOS, CA—There is a new grower in town who wants to help busy people buy plants for their gardens and care for them using eco-friendly practices.

Introducing Surf City Growers (SCG), started by two garden enthusiasts Trent and Linda McNair in Aptos, California. After spending 25 combined years in high-tech, they decided to make their lives, and that of their family, more fulfilling while helping with the community's quest to eliminate the use of pesticides and herbicides.

Specializing in ornamental plants, edible flowers and herbs, Surf City Growers sells over 80 varieties of perennials and annuals. Favorites include: Coleus, Salvias, Succulents, Sunflowers, Dahlias, Fuchsias, Campanulas, Violas and herbs.

What the plants share in common is a regimen of worm casting amendments and a place on the non-toxic plant list from the California Poison Control System.

"When we added kids and pets to the family, we wanted to go non-toxic—both with the plants we bought and the products we used to care for them. We became frustrated trying to find non-toxic plants and knew there was an opportunity to help others and enrich our lives in the process," said Linda McNair, president, co-owner, wife and mother to two kids, two cats and a dog.

Gardening Goes High-Tech

High tech wasn't completely left behind. Trent and Linda felt they could use their savvy to make the process of finding plants simpler and more convenient using the web. Fueled by their marketing and graphic design expertise, surfcitygrowers.com was born.

"Our first goal is to help customers find the plants they want fast and easily," said Trent McNair, Chief of Operations, co-owner, husband, father of the aforementioned, and designer of the website.

Surfcitygrowers.com's extensive search engine allows customers to choose from key uses and features, and pinpoint plants that thrive in their USDA or Sunset climate zones. Before checking out, the shopping cart shows each plant's climate zones, water and exposure requirements, and heights so the customer is sure that the plants work together and thrive where they live. For those who want quicker results, pre-selected theme gardens made up of eight complementary plants are available.

SCG also aims to offer clear, concise and useful information using simple language. It provides tips on how to prepare soil for plots and containers, publishes basic garden maps to help with plant arrangement, and puts plant care information online, so it's available anytime.

(over)

Surf City Growers, Inc.

1975 Cox Road Aptos, CA 95003



831.688.1088 surfcitygrowers.com

Ship, Pick-Up, or Delivery?

Because SCG is web-based, customers can shop when they have the time and have their order shipped via UPS to their doorstep. Santa Cruz County locals enjoy convenient delivery and pick-up options.

For those who like to shop in person, Surf City Growers will be open for walk-in business every Saturday, beginning August 19, from 9am-2pm at 1975 Cox Road in Aptos; the phone number is 831-688-1088.

The grower also sells wholesale to nurseries, landscapers, garden designers and architects, parks and recreation departments, developers and other industry professionals. To date, their plants can be found locally at: Far West Nursery, Santa Cruz; Fleur, Aptos Village; Aptos Gardens, Aptos; and Hidden Gardens, Aptos.

Giving Back

Surf City Growers believes in giving back to its customers and the community.

Its free Surf City Native program gives an ongoing 10% discount off of all plant and garden product purchases. Another member benefit? Search results that match the customers' climate zone are automatically marked when they are logged in. Orders can be tracked online, and members get invitations to participate in the company's "Community Digs."

"We give back by donating and planting a garden at a family shelter, school, park or daycare center for the underprivileged in our community," said Linda McNair. "If gardening hasn't felt therapeutic before, this will do the trick."

Surf City Growers' first Community Dig is planned for this Fall. It will donate all of the plants for the Walnut Avenue Women's Center expansion and renovation in Santa Cruz (go to www.wawc.org for more information). Its first official event? In April, it hosted a field trip for over 20 pre-K students with their parents where they learned about composting and how plants grow from seed.

Contact:
Linda McNair
Surf City Growers, Inc.
831.688.1088
linda@surfcitygrowers.com



Customer Testimonials

"This is the way to shop for plants. I don't have to step into a busy garden center again!"
– C. LaTorre, Santa Cruz

"Gardening is my passion, so I appreciate outstanding quality of their plants. I also enjoy the delivery option and personal service." – J. Dilworth, Santa Cruz

"Healthy plants direct from the grower, delivered to my doorstep. After a busy week at work, I can dig right in on Saturday morning. What else can I ask for?" – L. Dubois, Hollister

"Watching my little kids and pets play in our yard without worrying about toxicity gives me peace of mind." – K. Underwood, El Dorado Hills