

# Plant-it For The Planet: Inspiring Kids to Be the Next Generation Of Budding Gardeners In Honour of *Earth Day, April 22<sup>nd</sup>, 2010*

**Toronto, ON – March 29, 2010:** Children are the most natural helpers in the garden. After all, gardening gives them a great excuse to have fun in the dirt. But more importantly, gardening is a great way to educate children about the importance of keeping green and saving the environment. That's why Floral Marketing Solutions has developed the perfect kit to get kids interested in gardening: **The Budding Gardener**.

Floral Marketing Solutions' mission is to increase environmental awareness and educate the young. With this in mind the company is proud to announce its **Plant-It for the Planet Earth Day Campaign**: *an initiative focused on creating the next generation of Budding Gardeners*, both indoor and out, in as many Canadian homes as possible.

Floral Marketing Solutions' first step as part of this campaign is to put as many of **The Budding Gardener kits as possible in the hands of children**. These kits are a fun and educational introduction to organic gardening for kids and include everything they need to start their own indoor garden including a biodegradable pot and saucer, seeds, soil, and lots of exciting accessories. Kids will also have access to an interactive website [www.forkids.ca/buddinggardener](http://www.forkids.ca/buddinggardener) where they can log-in to their own personal account, keep track of their growing results and participate in various learning activities.

To deliver **The Budding Gardener** kits, Floral Marketing Solutions is teaming up with a number of schools across the country. While learning about organic gardening, conservation, and the environment, these students will also be growing the perfect gifts for Mother's Day.

Additional information is also available at [www.floralmarketingsolutions.com](http://www.floralmarketingsolutions.com)

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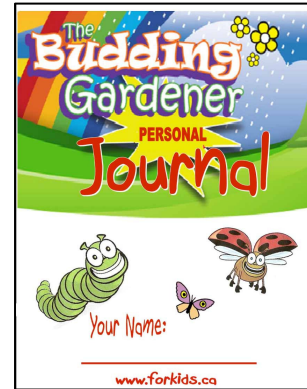
**For more information** on **Plant It for the Planet** campaign, to receive a sample Budding Gardener kit, and to set up interviews contact:  
Parmjit Parmar, Montana Ridge Tel: 416-750-0966 | Email: [parmjit@montanaridge.com](mailto:parmjit@montanaridge.com)

## PLANT IT FOR THE PLANET CAMPAIGN DETAILS FOR EACH SCHOOL:

Each child participating in the campaign receives:

### 1) The Budding Gardener Personal Journal

Each young Budding Gardener can keep a personal journal of their growing experience. There are fun games, exercises each child can engage in and keep track of the growth of their Sunflower plant. .



### 2) The Budding Gardener Box:

Budding Gardener is a full interactive gardening kit that is both fun and intellectually stimulating for children – something all parents will agree is a great and rare thing.

Each box has an access code that kids can log on to the budding gardener website..



### 3) Access to the Budding Gardener Interactive Website:



Fun learning activities for the kids to do when they log on with their ids to the website.

<http://www.forkids.ca/TheBuddingGardener>

### 4) The Budding Gardener Facebook Page:



A Facebook Fanpage will be setup where kids, teachers and parents can post photos, stories and video's of their projects. This will be accessible via the interactive website and the Floral Marketing Solutions website.