



New Leaf Garden Blitz

Media Kit

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Table of Contents

Mission and Vision

History

2021 Blitz Garden Recipients

2021 Sponsors & Partners

Community Impact

2021 Garden Blitz Event

- Buy a box
- Volunteer
- Become a Garden Mentor
- Donate
- Wish List

Media & News

Social Media

Contact Info

Mission

New Leaf Foods, Inc. supports the health and well-being of the people of Greater Green Bay by promoting healthy food access and education, and by cooperating throughout Northeast Wisconsin to build a thriving local food system in a clean environment.

New Leaf Garden Blitz empowers residents to grow food and be part of a sustainable urban agricultural system.

Vision

Good Food for Good Health, Now and for Generations

New Leaf Garden Blitz History

The New Leaf Garden Blitz started in 2014 and is modeled after a similar program run by the organization Victory Garden Initiative (VGI) in Milwaukee. VGI was instrumental to the development of our very own garden initiative in Green Bay. They provided us with training for the event and also for starting a mentorship program for new gardeners. To date, the New Leaf Garden Blitz has installed 705 gardens in the Green Bay area and with community partner, Brown County Community Gardens, we have helped mentor 118 new gardeners.

2021 Garden Bed Recipients

New Leaf Garden Blitz garden beds are open to the public for purchase, including: individuals, families, schools, business locations, pantries, shelters and more. However, each year, we dedicate a number of garden beds to low-income families, organizations that serve low-income families, and to educational institutions, for example.

This year, some locations for new Blitz Gardens include:

- Lincoln Elementary
- Jackson Elementary
- De Pere Middle School
- Dickinson Elementary
- Homes for Independent Living
- Freedom House
- Howe School

2021 Sponsors

- American Family Insurance
- Cellcom
- Nature's Way
- WPS
- Stein's Garden & Home
- Brown County Parks
- Willem's Landscape Service
- United Healthcare
- Stein's Garden & Home
- Target

2021 Partners

- Brown County Community Gardens
- Green Bay Botanical Garden
- Volunteer Center of Brown County
- NeighborWorks
- Brown County United Way

Community Impact

Green Bay community members identified a variety of benefits achieved through participation in the New Leaf Garden Blitz. Respondents to an end-of-season survey reported that, because they received a Blitz garden, they ate more fruits and vegetables (64%), were more physically active (68%), spent more time with their families (59%), gained new gardening skills (82%), and spent less money on food (63%).

Respondents also shared how their garden boxes helped them form new relationships with other gardeners and build community with neighbors. Jenny W. of Jefferson Elementary school commented, "Having a garden box at our school allowed my students and I to collaborate together differently than we would in the traditional classroom. Our conversations seemed more rich as we worked together towards a common goal. We can't wait to add more garden boxes to our school garden. Thank you so much for the opportunity!"

Since 2019, Northeast Wisconsin School of Innovation has been utilizing their Blitz gardens for hands-on learning in life skills, health, and science classes. Their ultimate goal is to be able to send the veggies home with students. Anna, a social worker at the school, says about the Blitz, "I think it's an amazing program to be able to build these boxes and drop off the dirt. It sounds so simple, but it makes such a big difference. It's been really great to start with that foundation and for us to be able to take it away. As we learn, our kids are learning. What might seem simple as bringing in boxes to grow vegetables really turns into a cool community event and a cool opportunity for our kids."

Previously, New Leaf Garden Blitz has installed gardens in these locations:

Schools

Elmore	King	Kennedy
Keller	Langlade	Nicolet
East High School	De Pere Bay View	Minoka- Hill
Jefferson	Middle School	McAuliffe
Dickinson/ De Pere	Cormier School	Fort Howard
Heritage	St. Thomas Moore	Howe
	Howard Elementary	Eisenhower

Danz
Sullivan
Lincoln
Bay Port High school
Encompass Daycare
UWGB Natural
Sciences
UWGB Viking House
UW Extension
Neville Museum
Oneida 4-H

Libraries

Brown County
Central
Weyers-Hilliard

Businesses

Nature's Way
Dean Foods

Parks

Bay Shore
Hazelwood House

Group homes

Lime Tree Terrace
Parkview Terrace
NeighborWorks
housing sites
Veterans Manor
Clarity Care

Shelters & food pantries

House of Hope
Manna for Life
CASA Alba
Kroc Center
Freedom House

Community gardens

The Farmory
Nami/ Gathering
Place
5th Street

2021 Garden Blitz Event

Things You Should Know

- A team of volunteers will “Blitz” the area with new garden boxes each year
- The Blitz is always recruiting volunteers to aid in this process
- Boxes can be purchased for \$199, which includes delivery, installation and soil
- This year, 40 garden beds will be placed in the homes of Black and Indigenous folks, and group homes for folks living with disabilities
- We are currently working to build partnerships and sponsors for the 2021 New Leaf Garden Blitz

By the Numbers

- May 20-23, 2021: Dates of the next New Leaf Garden Blitz
- 75: Total number of garden boxes being installed
- 40: Number of boxes designated for our focus group, provided at no or low-cost
- 75+: Expected number of volunteers

Buy a Garden Bed

A garden bed purchase of \$199 includes construction, delivery and installation with a high-quality garden soil/compost mix. Each bed is 8' x 4' and 10" high, made of untreated Douglas Fir. Our garden beds can be purchased for homes, schools, churches, or businesses.

To purchase a garden bed, please follow these instructions:

- 1.** Fill out this form:
https://docs.google.com/forms/d/e/1FAIpQLSfhDsjH_CIJ8X2m_1qgXss6-uM6rAf6W2hVtJv9N24_4Imhfw/viewform
- 2.** Pay for your garden bed online with Paypal or by check
- 3.** Note that all sales are final, and refunds will not be issued after payment is received.

Volunteer

Over the weekend of May 20-23, 2021, volunteers can expect to take part in building raised bed garden boxes, delivering them to local homes & organizations, and filling them with soil.

Sign up to volunteer here:

https://docs.google.com/forms/d/e/1FAIpQLSfgJw_Obo73sXVfebdmm4niCDTE3_TOUHF_uM8i-uETgYkMXA/viewform

Review all of our volunteer needs here:

https://volunteergb.galaxydigital.com/need/index?agency_id=48757

RSVP to the Facebook event:

<https://www.facebook.com/events/746239519420292>

Become a Garden Mentor

Our Garden Mentor Program pairs experienced growers with new gardeners, so that they have the support they need to have a successful growing season. We believe that a gardener who has a positive first growing experience will be more likely to continue to garden.

Every garden mentor is assigned one mentee to meet five times over the course of the season, which can be done virtually while we continue to navigate COVID-19. Dates, times and location are up to you! Mentors will receive a mentoring guide filled with helpful handouts, tips, and a schedule of topics to cover. There's also room for flexibility and creativity. Brown County Community Gardens is responsible for coordinating the mentorship program.

Interested garden mentors can fill out this form:

https://docs.google.com/forms/d/e/1FAIpQLSfFxCxGL3oJ_edat3wrJP_-HP3DAXPMTRGXreeldoZknznKw/viewform

Interested garden mentees can fill out this form:

https://docs.google.com/forms/d/e/1FAIpQLSd7NExwmDTGp3fH2wks6uupv_YuhOFEqkrIC-3VQx3kGXjBRA/viewform

[Click Here to read a story](#) about founding Blitz volunteer Cheryl, who became a garden mentor!

Donate

Donations are gratefully accepted and help us purchase garden bed materials. If your company would like to make a tax-deductible in-kind corporate donation, please contact us. Corporate donations of funds are also welcome and will be recognized publicly and on our website.

Please donate here:

https://docs.google.com/forms/d/e/1FAIpQLScc3roOul4JASzRAUhA9ogfCG_qjtwrUD850bIK5lePDKJr8w/viewform

[Please view our wish list here](#)

Garden Blitz Media & News

2021

NBC 26 Coverage:

- https://www.nbc26.com/news/local-news/new-leaf-garden-blitz-underway-in-green-bay?fbclid=IwAR1vKcC3s4Ogyq462kaEPHHdUs6O2z_rSDdyVDp5bjdwGoXySufk5Dwg58A

2020

NBC 26 Coverage:

- https://www.youtube.com/watch?v=le9YxMa_m-0

2019

Improving health and well-being

- <https://www.youtube.com/watch?v=yc-LKHtgsQI>

Cellcom was proud to support the Garden Blitz initiative to install 25 gardens at Green Bay Public Schools

https://www.youtube.com/watch?v=1Ez1NUpCLqM&feature=emb_title

2016

WLUK-TV FOX 11 Coverage:

<https://fox11online.com/good-day-wi/green-bay-garden-blitz>

2014

Volunteers installed 111 gardens in area homes, schools, community gardens, food pantries and a library

- <https://www.youtube.com/watch?v=rXtwEypwiq0>

WLUK-TV FOX 11 Coverage:

- https://www.youtube.com/watch?v=_7t4lafnlqY

<https://www.youtube.com/watch?v=gKTP2esTKy8>

Current Press Releases

FOR IMMEDIATE RELEASE

Contact: Maryssa Paulsen

gbgardenblitz@gmail.com | 920-360-5071

United Healthcare sponsors the 2021 New Leaf Garden Blitz

Green Bay (May 7, 2021) -- United Healthcare has generously donated \$1,000 in support of this year's Garden Blitz. New Leaf Garden Blitz volunteers will build and install over 75 raised bed gardens throughout the community in 2021, specifically focusing on installing gardens for organizations that empower Black and Indigenous communities, as well as people living with disabilities.

The New Leaf Garden Blitz provides a comprehensive approach to urban agriculture by selling and installing low-cost, high-quality raised bed gardens and providing education and mentorship for new gardeners. The garden boxes are built, installed, and filled with soil over the course of one weekend (May 21, 22, 23, 2021) by our team of volunteers.

United Health's sponsorship will be used to purchase garden bed materials including lumber and soil for beds that will be placed in local schools, shelters and group homes. These locations include: Howe Elementary, Lincoln Elementary, Aldo Leopold, Jackson Elementary, Bay View Middle School, Dickinson Elementary, Homes for Independent Living, Wyndemere Assisted Living, Open Arms, Freedom House and downtown neighborhoods, including Whitney, Navarino and Joannes.

Garden bed deliveries and installation will take place the weekend of May 21 - 23. We are seeking volunteers to help us carry out the entire weekend of building the beds, delivering them and filling them with soil. Questions regarding volunteering can be directed to Maryssa at gbgardenblitz@gmail.com and sign-up can be completed at <https://forms.gle/8Ttg7GWZrg37Lkhe7>.

New Leaf Foods supports the health and well-being of the people of Greater Green Bay by promoting healthy food access and education and by cooperating throughout Northeast Wisconsin to build a thriving local food system in a clean environment. Specifically, through our Garden Blitz program, we work to address healthy food access by gathering volunteers to build and install raised bed gardens throughout the community. Since 2014, we have installed over 700 gardens in the Green Bay area.

FOR IMMEDIATE RELEASE

Contact: Maryssa Paulsen

gbgardenblitz@gmail.com | (920) 360-5071

Brown County United Way awards New Leaf Foods with a Neighborhood Partnership grant

Green Bay (May 10, 2021) -- Brown County United Way has awarded a Neighborhood Partnership Grant to New Leaf Foods, Inc. for the garden blitz project. New Leaf Foods is working in cooperation with NeighborWorks Green Bay and Howe School to bring gardens to families in the Downtown, Navarino, Whitney Park and Joannes Park neighborhoods.

New Leaf Garden Blitz volunteers will build and install 85 raised bed gardens throughout the community in 2021, specifically focusing on installing gardens for organizations that empower Black and Indigenous communities, as well as people living with disabilities.

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Howe Elementary Community School is located in a food desert, where there are also few community gardens. This program teaches children about plant life cycles, bees and pollination, finding productive and positive ways to be outdoors, nurturing and growing plants, sustainable urban agriculture, and giving back to your community. As nationally statistics note, BIPOC communities continue to be disproportionately and unjustly impacted by food insecurity and related health impacts. This project aims to empower BIPOC in our community by providing the means to begin new gardening journeys.

NeighborWorks Green Bay and Howe School helped identify families who would benefit from and enjoy the opportunity to grow their own food. For those who wish to volunteer to help with the project or sponsor a garden bed for a Howe School family, or families located in the Downtown, Navarino, Whitney Park and Joannes Park Neighborhoods, Please visit our website at <https://newleaffoods.org/garden-blitz>.

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About Brown County United Way: Founded in 1925, Brown County United Way (www.browncountyunitedway.org) is a center for community-based strategies. Through direct fundraising, grant making, community mobilization, and advocacy efforts, Brown County United Way leverages all of its organizational resources and deep local partnerships to advance targeted community solutions. With the help of more than 500 community volunteers from all community sectors, Brown County United Way is dedicated to finding solutions to the community's most pressing human-services issues.

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The New Leaf Garden Blitz is a project of New Leaf Foods, Inc. Our program also benefits from community support including Brown County Community Gardens, Green Bay Botanical Garden, Brown County Parks, Cellcom, Nature's Way, WPS, United Healthcare, Brown County United Way, NeighborWorks Green Bay and Willems Landscape Service

Contact Garden Blitz at GBGardenBlitz@gmail.com or call us at (920) 32B-LITZ
Please visit our website at <https://newleaffoods.org/garden-blitz> and join us on Facebook, Instagram, and Twitter. Invite your friends!

2021 Garden Blitz: May 20 - 23

[Volunteer](#) [Donate](#)

FOR IMMEDIATE RELEASE

Contact: Maryssa Paulsen
gbgardenblitz@gmail.com | 920-360-5071

Lincoln School to host a mini Garden Blitz

Green Bay (May 7, 2021) -- New Leaf Garden Blitz volunteers will build and install over 75 raised bed gardens throughout the community in 2021, specifically focusing on installing gardens for organizations that empower Black and Indigenous communities, as well as people living with disabilities.

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In addition to the annual Garden Blitz event, this year is unique. A small-scale “Mini Garden Blitz” is set to take place on Thursday, May 13 at 9:00 am. Lincoln Elementary School is located on the west side and serves students in Early Childhood-5th grade. The press is invited to join us for this event. 105 S Buchanan St, Green Bay.

This year, Lincoln Elementary has enhanced their garden area by making it wheelchair accessible. The Garden Blitz planning team has been responsible for raising money for, purchasing and coordinating the delivery of new garden soil from Willems Landscape Service. During the Mini Blitz, Lincoln students, staff and parents will fill up their garden beds with the new soil with the help of Garden Blitz volunteers. Anyone on the premises, including the media, must wear masks and social distance.

Volunteers are still needed for the annual Blitz event from May 20-23. Volunteers will deliver the garden boxes and soil to Green Bay homes, schools, shelters and group homes. Questions regarding volunteering can be directed to Maryssa at gbgardenblitz@gmail.com and sign-up can be completed at <https://forms.gle/8Ttg7GWZrg37Lkhe7>.

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2021 Garden Blitz: May 20 - 23

[Volunteer](#) [Donate](#)

FOR IMMEDIATE RELEASE

Contact: Xavier Horkman, Media Spokesperson
(920) 562-3369 | xo.horkman@gmail.com

Garden beds sold out, volunteers still needed for 2021 New Leaf Garden Blitz

New Leaf Garden Blitz volunteers will build and install 85 raised bed gardens throughout the community in 2021, specifically focusing on installing gardens for organizations that empower Black and Indigenous communities, as well as people living with disabilities.

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During the Blitz event, volunteers will build the raised bed garden boxes on Thursday, May 20. Friday through Sunday, volunteers will deliver the garden boxes and soil to Green Bay homes, schools, shelters and group homes. Volunteers, specifically soil movers and truck drivers, are still needed for Friday, May 21. Questions regarding volunteering can be directed to Maryssa at gbgardenblitz@gmail.com and sign-up can be completed at <https://forms.gle/8Ttg7GWZrg37Lkhe7>.

In addition to volunteer needs, New Leaf Garden Blitz is seeking donations to help cover the cost of garden bed materials and soil for lower-income families, schools, shelters and group homes. A few locations that donations will benefit include: Lincoln Elementary, Aldo Leopold Community School, Howe Elementary, Annie Jackson Elementary, Freedom House, Homes for Independent Living and Open Arms. Donations can be made at <https://forms.gle/g4dYnwqYyH3ANu27>.

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FOR IMMEDIATE RELEASE

Media Contact:

Tammy VanDenBusch - Nsight/Cellcom Communications Specialist
920-617-7107 | tammy.vandenbusch@nsight.com

New Leaf Foods, Inc. receives Green Gift from Cellcom

Green Bay, WI (October 27, 2020) – New Leaf Foods has been selected to receive a 2020 Cellcom Green Gift in the amount of \$3,000 to support the New Leaf Garden Blitz.

New Leaf Foods supports the health and well-being of people in the Greater Green Bay area by promoting healthy food access and education and building a thriving local food system in a clean environment. The Garden Blitz is a grass-roots initiative to build, deliver and install 75 raised garden boxes in the community, with 40 of those boxes being provided for free or at a reduced cost. The Green Gift from Cellcom will fund 17 boxes.

“COVID-19 magnified the significant food insecurity facing communities of color across our nation. Black households experienced the highest racial rate of food insecurity before the pandemic hit according to the Department of Agriculture and the situation has since worsened. In response to this crisis, we are urging people to grow as much food as they possibly can and our 2021 Garden Blitz will work to support people of color by providing access to fresh food, reducing reliance on the industrial food system, and making it easier for people to stay in our community,” said Kim Diaz, vice president of New Leaf Foods.

A total of 31 green organizations received a share of the \$36,040 in Green Gifts from Cellcom this year. The Green Gifts program uses funds generated from Cellcom’s cell phone recycling program to fund green nonprofit initiatives. Customers and community members can bring in their old or unwanted phones to be reused and recycled. Cellcom sends the phones to recyclers who in return send money to Cellcom for the materials that were saved from the phones. Cellcom’s Green Gift program completes the green cycle that starts with consumers being environmentally conscious and donating their devices.

“This year we’re particularly proud to support organizations dedicated to the preservation of the environment and wildlife habitats. Being outdoors can provide a strong boost to our mental wellbeing, which has been an important outlet for many throughout the pandemic,” said Cindy Durand, director of public affairs at Cellcom. “There are so many amazing experiences available in Northeastern and Central Wisconsin to connect with nature and learn more about sustainability. We’re proud to support organizations that are giving families the opportunity to expand their roles as environmental stewards.”

Visit [Cellcom’s website](#) for the full list of award recipients. Cellcom is proud to support organizations of all sizes, whose work is impacting the community and building a greener tomorrow. The company’s recycling program has generated \$520,413 for local charities over the past 17 years.

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FOR IMMEDIATE RELEASE

Contact: Margaret Franchino - Community Garden Coordinator
browncountycommunitygardens@gmail.com | (920)391-4660

Garden Mentors Needed for This Year's New Leaf Garden Blitz

Are you an experienced gardener, ready to help a new gardener grow? Become a garden mentor for the New Leaf Garden Blitz! Volunteers are needed to provide community members with the skills and support they need to grow their own food. Those interested can sign up for an April orientation session [here](#).

Mentors are assigned a new gardener who has received a New Leaf Garden Blitz garden box or rented a plot through the Brown County Community Gardens Program. Pairs meet five times (virtually or in person, typically at the mentee's home or community garden, to be decided by each pair) over the course of the season in order to provide guidance and build gardening confidence. Mentors receive a mentoring guide filled with helpful handouts, tips, and a schedule of topics to cover. Flexibility and creativity are encouraged! All mentors are required to complete an orientation and a background check to become an official volunteer of Brown County.

"This really is a low-commitment, high-impact program," says Brown County Community Garden Coordinator Margaret Franchino. "Since the program's start, it has helped dozens of gardeners gain the confidence to grow their own food."

The Garden Mentorship Evening Training dates and times are April 20th from 6-7 PM, and April 21st from 9-10 AM. Those Facebook events can be found [here](#) and [here](#). The deadline to apply to receive a mentor is April 15th, and can be done through the purchase of a garden box, which can be done [here](#).

The mentorship program is a partnership of Brown County Community Gardens and New Leaf Foods' Garden Blitz. The New Leaf Garden Blitz plans to build and install 75 raised bed gardens throughout the community in 2021, specifically focusing on installing gardens for organizations that empower Black and Indigenous communities, as well as people living with disabilities. Those who receive these boxes, as well as new gardeners who rent a community garden plot through the Brown County Community Gardens Program, will be eligible to apply for a mentor.

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FOR IMMEDIATE RELEASE

Contact: Maryssa Paulsen, Volunteer Coordinator, New Leaf Foods, Inc.

GBGardenBlitz@gmail.com - Phone: 920-322-5489



Garden Box Sales Continue for This Year's New Leaf Garden Blitz

The New Leaf Garden Blitz plans to build and install 75 raised bed gardens throughout the community in 2021, specifically focusing on installing gardens for organizations that empower Black and Indigenous communities, as well as people living with disabilities. Those who receive these boxes, as well as new gardeners who rent a community garden plot through the Brown County Community Gardens Program, will be eligible to apply for a mentor.

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Gardeners must complete a garden box registration form online [here](#). This form includes crucial contact information, as well as indicates whether the gardener would like a garden mentor, a program meant to assist new gardeners during their first growing season. *The deadline to purchase a garden box is May 1.*

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Find Us Online!

Website <https://newleaffoods.org/garden-blitz>
Facebook <https://www.facebook.com/nlgardenblitz>
Instagram @newleafgardenblitz
Twitter @newleaffoods1
LinkedIn [New Leaf Foods, Inc.](#)

Contact Us

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Garden Blitz Logo

