

## PRESS RELEASE



### **AEROPONICS? HI-TECH GROWING IS ELEMENTARY AT BROOKSIDE!**

*Oak Park, California, Wednesday April 15, 2015* - Students at Brookside Elementary School launch a new program to grow delicious, organic fruits and vegetables using unique and scientific technology called aeroponics!

In a special event on **Wednesday April 15, 2015 at 11.30am**, students and parents from Brookside's Kindergarten will receive and plant a new aeroponics tower in the Brookside Elementary School organic garden, located at the campus on North Satinwood Avenue, Oak Park, California.

Students at the elementary school will try soil-less growing in a Tower Garden® brought to the school through a corporate donation from ETF Portfolio Management together with Vertical Garden Services.

"This is an exciting new venture for Brookside which will enable students to try new ways of organic growing and to study the science behind the system," explained Dr Anthony Knight, Superintendent, Oak Park Unified School District (OPUSD). "These types of programs are part of our District-wide aim to further develop organic and sustainable gardening in our schools to ultimately provide healthy, fresh and seasonal organic produce for our school cafeterias.

"We are committed to educating our students about the importance of developing healthy habits for life and, it is proven that young people who grow fruits and vegetables are much more likely to want to eat them."

Dr Knight added: "We are thankful to Vertical Garden Services and ETF Portfolio Management for partnering with us and, for sponsoring this program. The Tower Garden® technology enables us to provide many educational opportunities while maximizing space efficiency through vertical growing, and water preservation through an enclosed system.

"We are also grateful to our Brookside PTA for facilitating the partnership and, for the funding and support that they provide to our organic garden program. I would also like to thank our Principal, Mrs Ahl and the Brookside faculty for embracing innovation such as this, greatly enhancing the educational experience OPUSD students receive."

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Elesia Kreinces, a co-founder of Vertical Gardening Services said: “We are thrilled to bring the Tower Garden® to Brookside Elementary to help educate kids about alternative forms of gardening, as well as get them excited about eating fresh fruits and vegetables. With the support of generous business sponsors, such as ETF Portfolio Management, we hope to bring Tower Garden® to numerous schools in our community.”

At the launch event, Oak Park School District (OPUSD) Superintendent, Dr Anthony Knight will receive the aeroponics system from Elesia Kreinces of Vertical Garden Services and David Kreinces of ETF Portfolio Management, and supervise the Tower Garden® installation and planting by Kindergarten students. Also present will be Brookside Principal, Sara Ahl, PTA President, Denise Helfstein and Kindergarten teacher, Mrs Shannon Rodarte.

Following the planting event, students and guests will be asked to ‘Try It, You’ll Like It!’ – An organic fruit and vegetable taste testing where students vote on whether they like what they sampled.

Samples will be provided by Good Life Organics, another local business working in partnership with Brookside PTA, delivering boxes of locally grown, seasonal organic produce that Brookside parents collect from school when they pick up their student every Tuesday.

-Ends-

NOTE TO EDITORS: All press attending the event must sign in at the school office on arrival at the Brookside campus.

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