



An Invitation to
Rochester and Monroe County
Community & School Gardens
to participate in the 1st Annual Urban Gardens Day
to be held Saturday, September 17, 2022

CELEBRATE ~ EDUCATE ~ INSPIRE

WHY SHOULD WE PARTICIPATE?

Community and school gardens have been a force in combatting food insecurity for many years, but are not well known by many who could benefit from becoming urban gardeners themselves. This day will introduce and make visible your work, the benefits of gardening as a valuable food source, and hopefully inspire many new gardeners to join for the 2023 growing season. While this day will demonstrate the fruits of the harvest, we are also scheduling an Urban Agriculture Week of activities in April 2023 that will culminate in the UAWG's Spring Conference to actually kick off the 2023 season.

WHAT DO WE NEED TO DO TO PARTICIPATE SEPTEMBER 17TH?

1. Hold an open house at your garden with gardeners available to meet guests. Suggested hours are 10 am – 3 pm, but each garden is free to set its own hours.
2. Invite your local government representatives to attend.
3. Plan some activities around your garden and harvest such as tours, demonstrations, kids' activities, harvest prep demonstrations, and even some entertainment like storytelling and music.

4. Have literature promoting your garden, contact info, and programs you host available for garden guests to take with them and maybe a QR code posted for an online version.
5. Sign up any garden guests who are interested for further contact, mentoring on prepping for spring, and receiving a special invite to the Spring Conference.

WHAT DO WE GET OUT OF THIS?

- Your garden will be on a map of participating gardens
- Your contact info will be in a directory of participating gardens.
- Your schedule of activities will be in a central calendar of activities for the day. If your hours will be different from 10 am – 3 pm, please let us know so we can publish them.
- Your garden will be on the list of participating gardens sent to TV stations and other media.
- **PLANNED BUT NOT CONFIRMED:** Signage will be provided (banner), t-shirts for host gardeners, day promotional giveaways for garden guests [pending day sponsors to underwrite]
- **PLANNED BUT NOT CONFIRMED:** A visit by event photographer and videographer [pending day sponsors to underwrite]

SO WHAT DO WE NEED TO SEND IN?

DEADLINE FOR SUBMISSION: 08/22/22!

1. Your garden's name (or names if you represent a group of gardens)
2. Contact person for your garden especially for this day
3. Contact info for the directory
4. List of activities you want to show under your garden's name – doesn't have to be everything but think in terms of what would attract garden guests and those who may have never gardened
5. Names of the local government representatives you plan to invite
6. If at all possible, a picture of your garden(s) showing ID signage

WHERE DO WE SEND IT?

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QUESTIONS OR COMMENTS?

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Monroe County

