

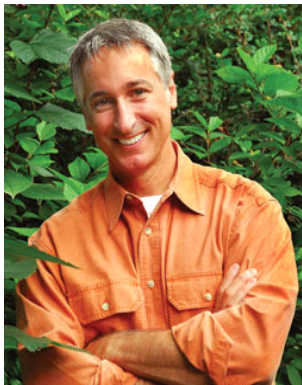
GROWERTALKS

Front Lines

4/15/2010

Burpee Home Gardens Sponsors “Growing A Greener World”

Ellen C. Wells



Burpee Home Gardens is a 2010 sponsor of the new Public Television series “Growing A Greener World.” The show begins airing nationally in May and stars recognized gardening personalities Joe Lamp'l (aka Joe Gardener) and Patti Moreno (aka The Garden Girl), as well as celebrity Chef Nathan Lyon (host of “A Lyon in the Kitchen” on Discovery Health).

Each of the 26 episodes to air over the 2010-2011 season will feature people, places and organizations that use gardening and eco-friendly practices to promote environmental stewardship. Viewers will learn how to apply these same principles to make a difference in their own little corner of the world. Each week, Joe Lamp'l and Patti Moreno will deliver the latest trends in eco-friendly living mixed with traditional gardening know-how. In addition, Chef Nathan Lyon will show viewers how to prepare meals with homegrown produce and local ingredients.

This “casual gardener” target audience is the group Burpee Home Gardens aims to reach.

“As the home vegetable gardening sector heats up, the sponsorship and exposure opportunities through ‘Growing A Greener World’ will strengthen the Burpee Home Gardens brand and get consumers asking for it by name at retail,” says Jessie Atchison, brand manager for Burpee Home Gardens. “We think our target audience will find real value in the unique messaging of this television series, which focuses on teaching viewers about a full range of topics in gardening and sustainable living.”

“Growing A Greener World” will reach an estimated 175 Public Television affiliates, creating more than 8.2 million total impressions for the Burpee Home Gardens brand. For more information about the Burpee Home Gardens Program, visit www.ballhort.com/burpeehomegardens. **GP**