

CITYFOOD GROWERS – PUBLIC ANNOUNCEMENT - 12/10/2011



GARDENING FOR GOOD THIS WORLD FOOD DAY

Here's a great idea to get in touch with the world's food security challenges - and to help people who are starving right now - by starting or improving your own home food gardening.

The occasion is United Nations World Food Day this Sunday, October 16th, around which the major humanitarian aid group Oxfam Australia is running Gather to Grow week to support its East Africa Food Crisis Appeal.

Cityfood Growers, the innovative Australasian-wide online service for organic home food gardening (<http://www.cityfoodgrowers.com.au>) is supporting Oxfam Australia for Gather to Grow week and the East Africa appeal.



Between 15th and 22nd October (inclusive), every new subscriber to the Cityfood Growers online subscription service will be helping to deliver a total of \$20 worth of donations each to Oxfam Australia.

This is how it works:

1. New subscribers join Cityfood Growers at our website <http://www.cityfoodgrowers.com.au> (the full cost is \$49 for a 12-month subscription, however, there's a 10% discount for joining immediately)
2. Oxfam Australia's East Africa appeal will receive a \$10 donation (from you via Cityfood Growers) for every new subscriber during the eight-day period of Gather to Grow
3. This in turn will trigger an additional \$10 donation from the Australian Government, which has undertaken to match Oxfam Australia fundraising for East Africa dollar for dollar until November 30th

ABOUT WORLD FOOD DAY – Celebrated each year on October 16th, World Food Day marks the founding of the Food and Agriculture Organisation of the United Nations on that day in 1945. Its objectives include encouraging attention to agricultural food production; economic and technical cooperation among developing countries, participation of rural people, particularly women and the least privileged; technology transfers from the developed world to the developing world; and heightening public awareness of the problem of hunger in the world. For 2011, the World Food Day theme is *Food prices: from crisis to stability*.

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See more at:

<http://www.fao.org/getinvolved/worldfoodday/en/>

ABOUT GATHER TO GROW - Gather to Grow week will run from Saturday October 15th to the following Saturday October 22nd, including World Food Day on the 16th. Gather to Grow is running in support of Oxfam Australia's East Africa Food Crisis Appeal, and also is part of the international Oxfam organisation's GROW campaign, which is aimed at addressing the world's food security challenges to help reduce poverty. Oxfam says: 'We can grow in a better way – one that contributes much more to human wellbeing, and ensures that everyone on the planet will always have enough to eat.'

See more at:

Oxfam Australia - <http://www.oxfam.org.au/grow/gather/>

Oxfam International & GROW - <http://www.oxfam.org/en/grow/what-is-grow>

ABOUT CITYFOOD GROWERS - Cityfood Growers provides its subscribers with online advice and support to be successful home food growers, blending the best of organic, biodynamic and Permaculture gardening principles. We provide comprehensive information on over 300 food crops – vegetables, fruit trees, herbs and many Australian native food plants – all tailored automatically to match your local climatic conditions anywhere in Australia and New Zealand (also the US).

See more at:

<http://www.cityfoodgrowers.com.au>