



NEWS RELEASE

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Contact: Jae Alexandria Spencer
Media Coordinator
(301) 222 - 0000
media@homesteadhustlehealing.com

‘Teach a man to fish’ as a solution to rising food insecurity rates in Montgomery County

MONTGOMERY COUNTY, MD -- Homestead Hustle & Healing will host a summer-long event to teach growing food as a means to increase self-sufficiency and decrease food insecurity in priority neighborhoods.

The purpose of the first annual MoCo Grows Challenge is to highlight the resiliency of the County by residents on the tail-end of the pandemic. Although many residents grew parts of their own food in past years, there has been an exponential increase in victory gardens and residents taking the food supply chain into their own hands.

This challenge will unite the County under one mission. To encourage, embrace, and celebrate local food resilience through home gardening and supporting our local food system. This is a great opportunity for community building while encouraging those who may be experiencing food insecurity to try something new and start on a path to self-sufficiency.

The summer-long push for residents to attempt growing their own food will kick off with a free three-day virtual conference, June 4-6, with eight interactive sessions to teach all aspects of food production. More than 300 families have registered to participate in this event.

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Following the conference, attendees will be invited to pick up live plants, soil, and grow bags on June 12, 2021, to apply the skills they've acquired.

Homestead Hustle & Healing is a community organization in Montgomery County whose mission is to decrease food insecurity in minority neighborhoods through gardening education, demonstration, and advocacy.

The millennial-run organization leverages the power of social media to unite the community under the hashtag #MoCoGrows to foster community engagement without risking the health of residents amid the ongoing pandemic.

The organization's founder, Vanessa Pierre says “First we teach families how to advocate for their own households - then the block. Organizations around the County have stepped up and distributed food for today. We are teaching residents to grow food for tomorrow.”

This event is a collaborative effort between Homestead Hustle & Healing, the Montgomery County Food Council, Montgomery Parks, Montgomery County Office of Agriculture, and many local food organizations. Community partners have volunteered to grow plants such as tomatoes, peppers, and cucumbers for neighbors and dedicated their time to make this event a success.

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Additional Information:

Homestead Hustle & Healing

Website: <https://homesteadhustlehealing.com>

Event Website: <https://mocogrows.zohobackstage.com/MoCoGrows2021#/>

Social Media:

Instagram: @homesteadhustlehealing / @mocogrows

Link to Media Assets:

<https://drive.google.com/drive/folders/16ewfazCewudGyQcFRcOQIF29odg53CL?usp=sharing>