

Urban FarmGirls

FOR IMMEDIATE RELEASE

URBAN FARMGIRLS' UNIQUE FAUX STONE POTS & CONTAINER GARDENS NOW AVAILABLE AT THE GARDENER, GREEN DOOR DESIGN AND DESIGN QUARTER PLUS FOUR BAY AREA FARMERS' MARKETS

A New Concept In Container Gardening & Landscape Design

SAN FRANCISCO, July 1, 2009 – Urban FarmGirls, a local San Francisco-based business specializing in helping Bay Area dwellers create custom container gardens and homegrown landscapes, today announced that its unique line of artistic faux stone pots, promotes water-wise gardening and are ideal for succulents, cacti and a variety of other ornamentals. The containers are now available at three distinctive San Francisco home and garden stores – The Gardener located in Berkeley, Healdsburg and the Ferry Building. The Green Door Design in Mill Valley and Design Quarter on Ninth Avenue in the Inner Sunset.

“We are very excited to be featured at The Gardener, which has a reputation for offering out-of-the-ordinary beautiful products,” said Urban FarmGirls Founder Tina Vietmeier. “They are a perfect retail partner for us which complements our farmers’ market business, where we are enjoying tremendous response and success.” Our “living bouquets” *custom succulent arrangements while u wait* are a market favorite with all our customers.

Urban FarmGirls currently sells its products at four local farmers’ markets:

- The new Inner Sunset Farmers’ Market - Ninth Avenue parking lot in San Francisco (Sunday 9am to 1pm);
- San Leandro Farmers’ Market – Downtown San Leandro Ca (Wednesday 4pm to 8pm);
- Alameda Farmers’ Market in Alameda– Haight & Webster (Saturday 9:00am to 1pm);
- Mill Valley Farmers’ Market in Marin County - Blithedale Avenue (Friday 9am to 2pm)
- For more info on farmers markets go to www.pcfma.com or call 925 825 9090

The concept for Urban FarmGirls was born one day while Tina and her daughter were working their community garden plot. Tina an avid gardener always

dreamed of starting her own gardening business. UFG has now developed into a collaborative effort of Tina's family and close friends. David Steinhardt a San Francisco muralist, is in charge of container production. Together well known local artists, Vietmeier and Steinhardt work on the pot designs, while Vietmeier hand selects the highest quality of plants from local growers and nurseries for her custom arrangements and landscape designs. They create one-of-a-kind pots derived from the "Hypertufa" process, but use superior materials and a highly specialized recipe. Each hand-crafted pot and custom container garden is unique in style.

Vietmeier, a horticulturist and acclaimed artist who is best known for her encaustic paintings, continues to explore the grace and beauty of organic materials through her custom container gardens and landscape design.

"The design of the pots and the container gardens are really extensions of mine and David's artistic aesthetic," said Vietmeier. "It's actually a form of mixed media art."

Urban FarmGirls' containers come in two series. The Stone Series, which has a natural stone look, gains further character over time as the pots weather and become mossy. The Earth Series contains fibrous elements such as recycled twigs, stones and shells that are embedded in the surface of the containers. The Stone and Earth Series pots are available in various colors, including terra cotta, slate, natural, sienna and moss green. Each series is available in an array of sizes that are very unique, from small pots to deep containers and a wide variety of arrangements, custom orders are welcome. The faux stone pots look heavy but are in fact light and porous water-wise and offer excellent drainage.

In addition to creating containers, Urban FarmGirls offers garden design and installation, specializing in water-wise and edible gardens. "We started the business with a mission to encourage people to start gardening in urban spaces. We are growing community one garden at a time."

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