



NEWS RELEASE

FOR IMMEDIATE RELEASE

Contact:

Atlanta Habitat for Humanity
Shannon Sanders, 404.223.5180, ext 111
shannon.sanders@atlantahabitat.org

Gro-Eco, LLC
Kristi Turner 770.639.2778
kturner@gro-eco.com

ATLANTA HABITAT RESTORE'S GRO-ECO™ PLANT SALE CONTINUES SATURDAY, AUGUST 15 & AUGUST 22

AUGUST 11, 2009 – Atlanta, GA – Saturday, August 15 & 22, 9am – 4pm, the Atlanta Habitat ReStore will sell Gro-Eco landscape plants such as Azaleas, Carolina Jessamine, Black-eyed Susans, Aster 'Purple Dome', Leucothoe and Nandina 'Fire Power'. Each week the ReStore is receiving a new shipment. Shoppers will receive savings below retail prices and all the proceeds benefit Atlanta Habitat for Humanity. Gro-Eco has donated all plant materials in support of Atlanta Habitat of Humanity and also to bring more awareness to water conservation.

"Our focus at Gro-Eco is not just about growing plants," states Jay Fraleigh, CEO of Gro-Eco. "Water is one of our most precious resources and we all must do our part in changing old habits. At Gro-Eco, we have transitioned 90 percent of our nursery from overhead to our patented drip irrigation growing system, and as a result, we are saving over 200 million gallons of water a year. Consumers can feel good when they purchase Gro-Eco plants. They are doing something good for the environment."

Gro-Eco is providing further support to Atlanta Habitat for Humanity. The company is donating plant material for landscaping the eight 2009 Whirlpool Building Blocks houses Atlanta Habitat is building with Southern Crescent Habitat for Humanity August 31-September 4 at The Avery development in Clayton County.

About Habitat for Humanity ReStore

*The Atlanta Habitat ReStore is a discount home improvement store operated by Atlanta Habitat for Humanity. The ReStore sells new and some gently used appliances, home furnishings and improvement items and much more at up to **75% off retail**. All proceeds benefit Atlanta Habitat for Humanity's mission – building affordable, green, quality homes for working families. The ReStore is open Tuesday–Saturday from 9am to 4pm, and is located at 519 Memorial Drive in Grant Park. Visit www.atlantarestore.org to sign up for "This Week in the ReStore" email list, for directions, donation policies and specials, or call 404-525-2114.*

About Gro-Eco, LLC

Gro-Eco Holding, LLC, owner of Fraleigh Nursery, LLC, was awarded the Environmental Leadership Award 2007 by Florida's Department of Agriculture. As an industry leader in water and energy conversation, Gro-Eco provides plants to independent nurseries, large retail chains and developers in the Southeast and Eastern coast. For more information, please visit www.gro-eco.com.

#

519 Memorial Drive, SE · Atlanta, Georgia 30312-2218
phone 404-525-2114 · fax 404-525-2789 · www.atlantarestore.org