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For Immediate Release
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Grab N' Grow Delivers 168 Gardens To '350 Home and Garden Challenge'

SANTA ROSA, May 26 –Grab N' Grow Soil Products contributed 168 garden projects to the 350 Home and Garden Challenge in Sonoma County last month.

“It was a huge success for everyone,” said Marlene Soiland, CFO of Soiland Co., Inc., parent company of Grab N' Grow on Llano Road off Highway 12 between Santa Rosa and Sebastopol and Soils Plus on Stage Gulch Road between Sonoma Valley and Petaluma.

“We had hoped to sign up 250 garden projects for the Challenge,” said Soiland. “Perhaps if the weather not been quite so wet we would have achieved that goal. But, we are very happy that 168 of our customers took the challenge when they came to us for their gardening supplies.”

Grab N' Grow customers who did sign up at the Llano Road location received 15 percent off their first purchase. Soiland said customers came from all areas of the county including Sebastopol, Santa Rosa, Petaluma, Cotati/Rohnert Park, Windsor, Sonoma Valley and Healdsburg.

Organizers of the second annual challenge also applauded the results of the May 14-15 weekend project to encourage Sonoma County residents to combat global warming by embracing energy-saving, sustainable lifestyles.

Erin Axelrod, program director for Daily Acts, the lead organizer of the project, said the 350 Challenge registered 806 “actions” including 448 good gardens. Other actions included conversion of lawns to urban vegetable patches, instructing homeowners on water saving techniques and use of rainwater and grey water, household energy conservation and other ways of reducing energy consumption and carbon emissions. Last year, the challenge produced 628 gardens and other actions.

“It's hard to put the actions into containers,” said Axelrod. “The magnitude of the 350 Home and Garden Challenge is the power of thinking holistically and from a perspective of interrelatedness – how can a single family home become truly a model of sustainability.”

Marlene Soiland said the goal of “sustainability” is at the heart of the soils and recycling operation at the Grab N’ Grow facility where customers take their green yard, tree, and agriculture waste for conversion into new, upcycled soil and mulch products.

“Embracing and supporting recycling is vital to our business and the whole community, and we look forward to participating in the 350 Challenge next year as well as other programs through the year for building a sustainable economy and ecosystem,” she said.

Operating for a half century, **Grab N’ Grow Soil Products** (www.grabngrowsoil.com) is located at 2759 Llano Road. It produces premium, hand-crafted soil, compost and mulch to meet the needs of farmers, landscapers, and gardeners for now and into the future. The company produces much of its products from recycled tree, brush and yard waste it receives from customers at its Llano Road location. Bulk and bag sales are available at the Llano Road location and in many retail home improvement stores and nurseries.

Grab N’ Grow offers free knowledge and tips for healthy and sustainable gardens. It is open weekdays 7 a.m. – 4:30 p.m., Saturdays 8 a.m. – 4 p.m. Tree, brush & yard waste drop-off recycling 8 a.m. – 4 p.m. For more information, call 707-575-7275.

About Soiland Co., Inc:

Soiland Co, Inc.’s family of companies produces rock, soil and compost for construction, landscape, garden and agricultural projects. The company, family owned and operated since 1962, is committed to preserving the environment and investing in the local economy. Many Soiland products are manufactured using “upcycled” agricultural and construction materials from Sonoma County — making value from waste and turning recycling upside down. The firm believes that its recycling efforts benefit the local community today and will provide a more sustainable future for generations that follow.

In addition to Grab N’ Grow, Soiland operates Soils Plus on Stage Gulch Road in Sonoma and Stony Point Rock Quarry on Stony Point Road in Cotati. Administration is based at corporate headquarters at the Northwest Regional Industrial Park in Santa Rosa.