



NEWS FOR IMMEDIATE RELEASE

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Jane Goodall's 'Roots & Shoots' and Costa Farms Deliver a Breath of Fresh Air to Chicago

Chicago, IL July 15, 2009 – Who says there's no such thing as good news anymore?

From residents in a senior center receiving plants from the hands of school children to Chicago's most vulnerable citizens – newborns and pediatric patients— Chicago will receive a “special delivery” gift of Peace Lilies on July 22nd and July 23rd.

Costa Farms, the largest producer of indoor plants in North America, is teaming up with volunteers from Chicago's Roots & Shoots, a global youth program of the Jane Goodall Institute, to kick off their Chicago Fresh Air Tour- “O2 For You-Houseplants with a Purpose.”

“We want to communicate the benefits of indoor houseplants and the role they play to purify indoor air,” says Jose Smith, Costa Farms CEO. “Most people are unaware of all the pollutants that exist in the indoor air environment – the glue used on rugs, the tint used in photo copiers in offices.”

Studies show that indoor air can be up to 10 times more polluted than the outside air. The average U.S. citizen spends approximately 90 percent of the time indoors; 65 percent of which is spent at home (Source: U.S. Environmental Protection Agency).

Chicago has more than met the challenge to help spread the word. Numerous non-profit organizations are teaming up to take this message to the communities throughout the city.

- On **Wednesday, July 22nd from 3:00 PM-4:00 PM, Garfield Park Conservatory** is hosting the presentation of hundreds of indoor plants to folks in Chicago. This world-class conservatory, one of the largest in America, is often referred to as “landscape under glass.” It's the perfect backdrop for launching the Chicago Fresh Air Tour- O2 For You: Houseplants with a Purpose, now in its second year.

Speaking will be Marta Maria Garcia from Costa Farms, Credell Walls, State Coordinator for Roots & Shoots Great Lakes Office and their volunteers, Green Teens, along with representatives from the University of Illinois Medical Center, the

Civic Knowledge Project, New Communities Program/LISC, and Chicago Park District, for the kick-off presentation.

- Immediately following, volunteers will distribute hundreds of Peace Lilies to communities in the West Side of Chicago to carry this grass roots movement to families in their homes.
- **Thursday, July 23rd, at 10:00 AM**, residents at the **Kenwood Healthcare Center** will receive Peace Lilies from Carnegie Elementary School students who participate with GOT-YA after-school program, run by Robert Liddell, in Chicago's South Side.
- **At 1:00 PM**, volunteers from Costa Farms, Roots & Shoots and Green Plants for Green Buildings will hand out hundreds of Peace Lilies in the maternity and pediatric units of the **University of Illinois Medical Center**.

“Roots & Shoots groups are all about taking action to make a difference in their communities to make the world a better place for people, animals and the environment,” says Credell Walls, Roots & Shoots Illinois coordinator. “The *O2 for You* campaign is a perfect project for these young people as they are dedicated to improving lives in their community.”

The O2 for You campaign was launched in 2008 in partnership with Earth Day New York. To date, the campaign has delivered hundreds of Peace Lilies to hospitals in New York City along with Earth Day New York, as well as in Philadelphia, along with The Clean Air Council. The tour continued this year in Boston, MA, at two world-class hospitals and communities in Dorchester. MA.

About Costa Farms: Costa Farms is the largest producer of indoor plants in North America and the second largest in the world. Founded in 1961 by Jose Costa, the third-generation family business specializes in foliage and bedding plants with operations domestically in South Florida, North Carolina, Pennsylvania and abroad in the Dominican Republic and Costa Rica. Visit: www.costafarms.com and www.o2foryou.org.

About Jane Goodall's Roots & Shoots: Founded in 1991 by Dr. Jane Goodall and a group of Tanzanian students, the Roots & Shoots program is about making positive change happen—for our communities, for animals and for the environment. With tens of thousands of young people in 110 countries, the Roots & Shoots network connects youth of all ages who share a desire to create a better world. Young people identify problems in their communities and take action. Through service projects, youth-led campaigns and an interactive website, Roots & Shoots members are making a difference throughout the United States and across the globe. For more information please visit: www.rootsandshoots.org and www.janegoodall.org.

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