



**PRESS CONTACTS:**

**Eric Brown**  
HACLA  
213-252-1871  
[Eric.Brown@hacla.org](mailto:Eric.Brown@hacla.org)

**Hollie Pantano**  
Edelman  
212.642.7745  
[Hollie.Pantano@edelman.com](mailto:Hollie.Pantano@edelman.com)

**FOR IMMEDIATE RELEASE: September 8, 2011**  
**ATTN: News Desk, Photo Desk**

**Housing Authority of the City of Los Angeles (HACLA)  
Breaks Ground on New Community Garden at Ramona Gardens**

*Part of National Collaboration Between Kraft Triscuit  
and Department of Housing and Urban Development to Plant  
Fresh Vegetable Gardens in so-called "Food Deserts"*

- WHAT: GROUNDBREAKING AND PLANTING**
- Groundbreaking of new garden with City officials, elected representatives, Ramona Gardens residents, non-profit organization Urban Farming and HACLA representatives
  - Community members will begin planting a variety of vegetables
  - The gardens will be tended by resident volunteers and Urban Farming staff. All produce will be distributed to the local community.
    - Another garden already planted at Rancho San Pedro public housing community
- WHO:** Elected officials, HACLA Commissioners, local community, and non-profit Urban Farming representatives are expected to attend.
- WHEN: MONDAY, SEPTEMBER 12<sup>th</sup>, 2011**  
5:30 PM – 6:30 PM
- WHERE: RAMONA GARDENS**  
2830 Lancaster Ave.,  
Los Angeles, CA 90033
- WHY: TRISCUIT AND URBAN FARMING PLANT NEW VEGETABLE GARDENS WITH HACLA, PART OF 65 CREATED ACROSS COUNTRY**
- [Triscuit](#), announced this spring that it is working with Department of Housing and Urban Development to address a critical issue facing many Americans –lack of access to fresh food in low-income areas or “food deserts.”
    - Triscuit and non-profit partner, Urban Farming, partnered with HACLA to implement two community gardens at low-income housing facilities in Los Angeles and three in Chicago.
  - Triscuit is working with Urban Farming to plant 65 community gardens in 20 cities.
    - In addition to two gardens planted with HACLA, Triscuit and Urban Farming planted four other gardens in the Los Angeles area



### **About HACLA**

The Housing Authority of the City of Los Angeles (HACLA) is the largest provider of affordable housing in Los Angeles, helping more than 55,000 low-income individuals and families by providing rental subsidy through multiple programs including the Housing Choice Voucher program or Section 8, public housing, Veterans Affairs Supportive Housing (HUD-VASH) and other special homeless programs. The agency's effort stretches beyond city borders; HACLA's subsidiary, Los Angeles LOMOD Corporation, performs contract management services for U.S. Department of Housing and Urban Development's multi-family division, providing more than 45,000 individuals across ten Southern California counties with affordable rental units. HACLA's annual budget exceeds \$1 billion.

HACLA is the second largest public housing agency in the nation. It is also one of the oldest, providing quality housing options and supportive services to the citizens of Los Angeles since 1938. Its funds come from five main sources: HUD's annual operating subsidy, HUD's annual Capital Fund, Section 8 administrative fees, rent from public housing residents plus other program and capital grants from various sources. HACLA continues to explore alternative funding sources and has built numerous key partnerships with City and State agencies, non-profit foundations, community-based organizations and private developers. Visit [www.hacla.org](http://www.hacla.org) for more information.

### **About Ramona Gardens**

Ramona Gardens is one of the fourteen public housing sites that the Housing Authority manages in the City of Los Angeles proper. The housing was built in 1942 and has 498 units, with approximately 1800 residents. Housing Authority Resident Services programs strive to provide educational, job and recreational activities to guide residents toward a self-sufficient life. The addition of community gardens will bring much needed fresh food to the community and increase awareness and importance of healthy eating, healthy lifestyle.

### **About Urban Farming**

Urban Farming's mission is to create an abundance of food for people in need by planting, supporting and encouraging the establishment of gardens on unused land and space while increasing diversity, raising awareness for health and wellness, inspiring and educating youth, adults and seniors to create an economically sustainable system to uplift communities around the globe. For more information, visit [www.urbanfarming.org](http://www.urbanfarming.org)

### **About Kraft Foods**

Northfield, Ill. based Kraft Foods Inc. (NYSE: KFT) is a global snacks powerhouse with an unrivaled portfolio of brands people love. Proudly marketing delicious biscuits, confectionery, beverages, cheese, grocery products and convenient meals in approximately 170 countries, Kraft Foods had 2010 revenue of \$49.2 billion, more than half of which was earned outside North America. Eleven of the company's iconic brands -- including *Cadbury*, *Jacobs*, *Kraft*, *LU*, *Maxwell House*, *Milka*, *Nabisco*, *Oreo*, *Oscar Mayer*, *Philadelphia* and *Trident* -- generate revenue of more than \$1 billion annually, and 40 have been loved for more than a century. A leader in innovation, marketing, health & wellness and sustainability, Kraft Foods is a member of the Dow Jones Industrial Average, Standard & Poor's 500, Dow Jones Sustainability Index and Ethibel Sustainability Index. For more information, visit <http://www.kraftfoodscompany.com> and [www.facebook.com/kraftfoodscorporate](http://www.facebook.com/kraftfoodscorporate)

###