



THE NEW YORK BOTANICAL GARDEN

For Immediate Release  
August 4, 2014

***The Edible Academy Harvest Festival at NYBG***  
**Celebrates the Bounty of the Fall Season**  
**During the Weekend of September 27 and 28, 2014**

***Family Garden Picnic on Sunday, September 28, 11 a.m. to 4 p.m.,***  
**Featuring a Cooking Demonstration by Mario Batali and Carla Hall**

During the weekend of September 27 and 28, 2014, The New York Botanical Garden (NYBG) presents ***The Edible Academy Harvest Festival***, a celebration of the bounty of the fall season with cooking demonstrations, samples from New York-based specialty purveyors, and artisanal beer and wine. On Sunday only, Chef Mario Batali and his co-host from ABC's *The Chew*, Carla Hall, take part in the annual **Family Garden Picnic** with a live cooking demonstration. All proceeds benefit the Botanical Garden's Edible Academy.



**Mario Batali at The New York Botanical Garden**

The Edible Academy is an educational platform that through its current programming, including the Whole Foods Market® Family Garden Kitchen, prepares children, their families, and their teachers for a lifelong interest in gardening and healthful living. NYBG is raising funds for a planned state-of-the-art facility in the Family Garden that will significantly expand edible gardening program opportunities so that twice as many visitors (from 40,000 to 80,000) can learn how to grow fruits and vegetables, as well as make the important connections among plants, gardening, nutrition, and the benefits of a healthful lifestyle.

Whole Foods Market® donated five percent of its net sales on Wednesday, June 25, from 20 participating locations in New York and New Jersey to support the Garden's Edible Academy initiative. Thanks to the Garden's loyal supporters, \$131,727.76 was raised. Whole Foods Market® and The New York Botanical Garden have been partnering since 2009 to promote a healthy lifestyle for children and their families. Whole Foods Market® provides food for all of the cooking demonstrations at the Botanical Garden, including weekly sessions in the Ruth Rea Howell Family Garden and the annual festival featuring Mario Batali.

"We are excited to be a part of NYBG's Edible Academy and the important work they are doing in this region to promote healthy families and nutrition education, something we care deeply about at Whole Foods Market®," said Michael Sinatra, spokesman for Whole Foods Market® Northeast Region.

"For me, there is nothing greater than improving the lives of children and teaching families to love gardening and cooking. That's why the Edible Academy is such a fantastic undertaking and why I'm happy to be a part of it," offered celebrity chef, NYBG Board member, and Honorary Chairman of the Edible Academy, Mario Batali.

Dr. James Boyer, Stavros Niarchos Foundation Vice President for Children's Education at The New York Botanical Garden added, "The Edible Academy is a critical undertaking and the funds raised by companies like Whole Foods Market® are helping to make a lasting difference in the lives of thousands of children, their families, and their teachers. We are so grateful for everyone's efforts on behalf of this program and the Garden."

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## Harvest Activities on Saturday and Sunday

### Harvest Market with Craft Beer and Wine Tastings

11 a.m.–5 p.m.

Enjoy samples from partner purveyors, brewers, and vintners, while food trucks selling savory and sweet fare complement the offerings. Picnic foods, snacks, and beverages will also be available for purchase from Stephen STARR Events.

### Beer and Wine Talks & Chef Demonstrations

12, 1, 2, 3, and 4 p.m.

Experts on wine and beer making invite you to join the conversation during presentations of their crafts.

### Live Music and Dance

11 a.m.–5 p.m. (live set times to be announced)

Critically acclaimed Americana bands such as local acts Spuyten Duyvil, Miss Tess & The Talkbacks, The Defibulators, and Roosevelt Dime take the stage for a weekend of lively music on Daffodil Hill. Relax and enjoy the music or get into the spirit with square dancing lessons. More acts to be announced soon.

### Family Fun

2–5:30 p.m.

In the Family Garden, take part in family activities featuring bees and butterflies, and enjoy cooking demonstrations for the whole family. Tours of the Edible Academy will take place every hour on the hour.

### Display of Tractors and Garden Equipment

Get up close to see the tractors, diggers, and other machinery that the Garden uses to move mountains of dirt, plant trees, and create our beautiful landscape.

## Family Garden Picnic Activities Only on Sunday, September 28

This exciting culinary adventure begins at 11 a.m. on Sunday, September 28, with a delicious picnic lunch designed personally by Mario Batali. Enjoy your picnic on the beautiful Garden grounds, and then dig in for some hands-on fun in the Ruth Rea Howell Family Garden. For information about the different ticket options, please visit [nybg.org](http://nybg.org).

### Family Garden Picnic and Activities

*In the Family Garden*

11 a.m.–2 p.m.

### Cooking Demonstration with Mario Batali and Special Guest Carla Hall

*In the Conservatory Tent*

2–2:45 p.m.

### Wine-Tasting Party Hosted by the Edible Academy Family Garden Picnic Chairmen with special visit by Mario Batali and Carla Hall

*In the Conservatory Courtyard*

3–4 p.m.

An unforgettable departure from the everyday, The New York Botanical Garden is America's premier urban garden. Its special exhibitions, seasonal programs, and engaging activities inspire visitors of every age and interest. The Botanical Garden is an ever-changing living museum, and a showplace of natural beauty and wonder. For more information, visit [nybg.org](http://nybg.org) or call 718.817.8700.

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*Harvest Festival Sponsored by Bank of America  
Media Partners: Village Voice and WFUV  
Festival Partner: Taste New York*

*Family Garden Picnic generously underwritten by Raoul*

*For more information about the Edible Academy and a complete list of its sponsors, please visit [NYBG.org/edibleacademy](http://NYBG.org/edibleacademy)*

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**The New York Botanical Garden is a museum of plants located at Bronx River Parkway (Exit 7W) and Fordham Road. It is easy to reach by Metro-North Railroad or subway. The Garden is open year-round, Tuesday through Sunday and Monday federal holidays, from 10 a.m. to 6 p.m. For ticket pricing, please check our Web site. For more information, please call 718.817.8700 or visit [nybg.org](http://nybg.org)**

**The New York Botanical Garden, 2900 Southern Boulevard, Bronx, New York 10458**

**The New York Botanical Garden is located on property owned in full by the City of New York, and its operation is made possible in part by public funds provided through the New York City Department of Cultural Affairs. A portion of the Garden's general operating funds is provided by The New York City Council and The New York State Office of Parks, Recreation and Historic Preservation. The Bronx Borough President and Bronx elected representatives in the City Council and State Legislature provide leadership funding.**

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