



FOR IMMEDIATE RELEASE

(Nov. 11, 2009) – Midwest Groundcovers increases fundraising for Hesed House, Hope Haven

Midwest Groundcovers and its sister company, Midwest Trading, have dedicated their 2009 fundraising efforts to Hesed House and Hope Haven, which provide extensive social services to the very poor and homeless. To date, Midwest has surpassed their initial \$1,000 fundraising goal and has set a new year-end goal of \$2,000.

In light of the current socioeconomic climate and ever-increasing individual and family needs for shelter, family services, clothing and food, Midwest has implemented a year-round schedule of events to support its fund-raising efforts. Midwest's Charity Committee, comprised of Julia Kelly, Accounts Payable Coordinator for Midwest Groundcovers, and Chrystal Brown, Accounts Receivable Coordinator with Midwest Trading, has organized a number of employee-driven fund raisers including paid-day-off and 50/50 raffles, bulb sales, bake sales, and clothing and food drives. Midwest Groundcovers and Midwest Trading contribute to a large year-end raffle in December by donating prizes such as cash, plants, gardening supplies, and holiday decorations. Additionally, both companies match funds raised by the Charity Committee in amounts up to \$1,400 for 2009.

This year's aggressive fund-raising campaign caps a six-year trend of dedication to charitable initiatives for Midwest. Over the past six years, Midwest's staff and local business partners have raised a total of \$10,873.94 for charities including Marines with Parcels, Doctors Without Borders, Lazarus House in St. Charles, Ill., and the Northern Illinois Food Bank.

Midwest's decision to designate Hesed House in Aurora, Ill. and Hope Haven in DeKalb, Ill. as its key charities for 2009 reflects the nation's current struggle to overcome a lagging economy and widespread job loss. Both organizations offer a wide array of services to the very poor and homeless including emergency shelters, transitional housing, food pantries, soup kitchens, medical and legal clinics, job coaching, and counseling. For specific information on these organizations or to find out how you can help, please visit the Hesed House website at www.hesedhouse.org or contact Hope Haven at 815-758-5765.

For the past forty years, Midwest Groundcovers has been an industry leader in the propagation, growth, and wholesale of quality container nursery stock. Midwest boasts three state-of-the-art production facilities, including nurseries in St. Charles, Ill., Virgil, Ill., and Glenn, Mich. Each year, these facilities produce millions of groundcovers in over 100 different varieties; over 500 varieties of perennials, ornamental grasses, and native plants; and over 170 varieties of deciduous shrubs, broadleaf evergreens, hardy shrub roses, conifers, and vines.

Midwest Groundcovers garners frequent press coverage by regional media outlets and is regularly featured in a number of major trade publications, including *The Landscape Contractor* and *American Nurseryman*. For general media inquiries, please contact Grace Koehler, Sales and Marketing Development, at 847-468-2011 or visit Midwest Groundcovers on the web at www.midwestgroundcovers.com. For further information regarding Midwest Groundcovers' charitable work, please contact Julia Kelly at 847-468-2016.

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