

FOR IMMEDIATE RELEASE

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Champaign community farm partners with University of Illinois design students in 48-hour search for vehicle donation

Champaign, IL – Feb. 16, 2013 – Prosperity Gardens, a non-profit community farm serving the North First Street neighborhood in central Champaign, has teamed up with a group of design students from the University of Illinois to locate a working vehicle that can be donated to the farm within the next 48 hours.

The partnership, part of a larger collaboration involving University faculty and students from many areas of study as well as Detroit-based problem solving group Little Things Labs, is intended to greatly improve Prosperity Garden's capability to serve their community and give students an opportunity to work hands-on with a community group. The team hopes to find a vehicle donor within a reasonable distance of Champaign-Urbana who can offer a truck or a similar vehicle before the end of the day on Sunday, February 17. The project has made extensive use of social media to spread its message. Students hope that this and other promotional strategies will help them achieve their goal before their deadline. Potential donors, who may be able to claim a tax deduction for their donation, should contact Brian Wiley at 720-310-5548 for more information.

About Prosperity Gardens

Prosperity Gardens is a non-profit community farm located on north First Street in Champaign. Headed by local resident Nicole Bridges, the organization seeks to revitalize its surrounding neighborhood by providing employment and training for at-risk youth and giving residents access to fresh produce. They are currently seeking to expand their operations by turning their headquarters building at 302 N. First Street into a community education center and by using empty land in the neighborhood to grow additional crops. For more information on Prosperity Gardens, contact prosperitygardenson1@gmail.com.

About the University of Illinois Graphic Design Program

As part of the School of Art and Design within the College of Fine and Applied Arts, the Graphic Design program is well regarded as public arts program and a valuable community partner. The team involved in this project consists of BFA students in the Graphic Design program, students from several other fields of study, and faculty members Eric Benson and Brian Wiley. This project represents a new direction for

the Graphic Design program, which hopes to focus on more hands-on community work in the future.

About Little Things Labs

Detroit-based problem solving group Little Things Labs has worked closely with many post-industrial communities to combat cultural decline and promote entrepreneurship. Using a unique combination of visual design and creative problem solving, they have made great strides in many areas including, Chattanooga, TN, rural Alabama, and their native Detroit. For more information, visit reallybighings.org.

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