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For Immediate Release:

**Green Visions, Greentopia's Workforce Development Program, Adds
A Shipping Container Workspace to the JOSANA Campus.**

In the sixth year of operation, Green Visions is expanding its infrastructure.

***Greentopia will host a press conference and ribbon cutting for this new amenity
on MONDAY, AUGUST 27th, 2018 at 10:00 AM at the Green Visions Campus, 174
Whitney Street, Rochester, New York.***

August 21, 2018 (Rochester, N.Y.) - - Now in its sixth year, the Green Visions program has installed an 800 Sq. ft. shipping container at the Green Visions Campus at 174 Whitney Street in the JOSANA neighborhood. The container has been completely retrofitted by [lkonig](#) a Canandaigua-based company that creates top-of-the-line carts, kiosks, and containers for many of the country's largest stadiums, concert halls, and amusement parks. The Green Visions' container was designed to be used as a complete floral design workspace – with flower cooling room and tool room – and received financial support from the Allyn's Creek Garden Club, the Rochester Garden Club, and the August Foundation.

"The Green Visions shipping container is a huge step forward in helping to manage the program's consistent flower bouquet production and delivery. It is a first for the City of Rochester and serves as a model of alternative programming space for other grassroots neighborhood programs." Says Lisa Baron, Board Chair of Greentopia.

This project also serves as another example of the amazing collaboration found between Rochester organizations committed to the revitalization JOSANA neighborhood. This year, the Green Visions program is providing landscape maintenance for 19 Habitat for Humanity properties. In return, Habitat for Humanity and Rochester Youth Build provided the materials and installed a driveway for the shipping container. All of these neighborhood developments are guided by the vision and leadership of Charles Settlement House Neighborhood Association and its JOSANA Master Plan. For the last six years, the Green Visions program has been working not just *in* the neighborhood, but more importantly *with* the neighborhood.

According to program director Morgan Barry, “This newest addition to our campus opens up so many opportunities for our program. We now have the ability get ahead of schedule; to cut and treat our flowers well in advance of our orders; we can stagger our workflow and stay ahead of the weather; we have more time to manage our increasing landscaping contracts; we can safely store our tools and heavy-duty equipment on-site. Long-story, short, we can just do more.”

About Green Visions: Launched in May of 2013, Green Visions is a community-centered program based on a vision for a more vibrant and flourishing Rochester. It is a workforce development program in the City of Rochester’s JOSANA neighborhood. Together with neighbors, the program installs and cultivates cut flower gardens on once-vacant and decaying lots.

The flowers from these lots are harvested by the program participants just before peak bloom over the entire summer and early fall, arranged into stunning bouquets and then sold at the East Avenue, Eastway and Penfield Wegmans. Bouquets are also available at the Rochester Public Market, for special events or personal orders. Email Morgan@greentopia.org to place an order.

The profits from sales help to support the costs of the program and give the participants a real sense of running a small business.

The hands-on effort of the participants to improve their community has proven to be a remarkably powerful motivator. Green Visions participants understand that they are making their community a healthier and better place to live and develop great pride in their work.

Community-based workforce development initiatives, such as Green Visions fulfill Rochester’s need to provide a bridge from unemployment to entering the workforce. The program actively combats urban blight, crime, youth unemployment, and poverty. Additionally, the gardens make vacant lots in the JOSANA neighborhood come alive with activity and positive energy. The program recruits and empowers young and able resident young adults to be the agents of change in their community.

Key staff members include Morgan Barry (Program Director) and Tiani Jennings (a 2013 program graduate, now Site Manager). Additional preparation training also includes power tool training delivered by Habitat for Humanity, Lead Safety Training, the 10-hour OSHA Construction Certification, and the program participants graduate from the Operation Transformation Rochester program offered by the City of Rochester.

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