

FOR IMMEDIATE RELEASE

STOP AND SMELL THE DAISIES AT THE SIXTH ANNUAL KITAYAMA BROTHERS FARMS GERBERA FESTIVAL ON JUNE 20

GERBERA FESTIVAL IS PART OF MONTEREY BAY GREENHOUSE GROWERS OPEN HOUSE TOUR & BENEFITS FRIENDS OF SANTA CRUZ STATE PARKS

JUNE 15, 2015—SANTA CRUZ, CA—Friends of Santa Cruz State Parks today announced the sixth annual Kitayama Brothers Farms Gerbera Festival, a benefit for Friends of Santa Cruz State Parks, will be held Saturday, June 20th from 10 a.m. to 4 p.m. Kitayama Brothers Farms is located at 481 San Andreas Road in Watsonville (next to Sunset State Beach).

The Gerbera Festival, part of the Monterey Bay Greenhouse Growers Open House event, features free greenhouse tours, wine tasting by Storrs Winery, a Strawberry Shortcake Café, activities for kids and more.

A flower arranging competition will take place at 11a.m. Participating in the competition will be professional flower designers from Northern California who will work under time pressure to create beautiful bouquets made from flowers and greenery grown on-site. All of the final bouquets will be available for purchase in a silent auction.

Other events at the Kitayama event include a workshop taught by professional flower designer Will Gonzalez of RainForest Fantasy in Ukiah. Gonzalez's workshop titled, "How to Optimize a Grocery Store Bouquet," will take place at 1:30 p.m. Cost for the workshop is \$25 and includes flowers and a vase.

Visitors can also shop the farmers market for locally grown produce and gift items, or purchase potted Gerberas (\$5-\$10), dozens of varieties of bulbs and freshly cut flowers.

All proceeds from the Gerbera Festival benefit Friends of Santa Cruz State Parks.

The Gerbera Festival is part of the larger Monterey Bay Greenhouse Growers Open House, a day-long event on June 20th featuring guided tours of six Monterey Bay flower farms, including Kitayama Brothers. Go to www.montereybayfarmtours.org for more.

About Friends of Santa Cruz State Parks

Friends of Santa Cruz State Parks is an entrepreneurial nonprofit sustaining the legacy of our state parks and beaches. Through an innovative partnership with California State Parks, and by leveraging local community support, Friends has provided millions of dollars of funding for educational programs, visitor services and capital projects. Founded in 1976, Friends is passionately dedicated to the preservation of our

spectacular natural environment and rich cultural history. Friends also operates six ParkStores, offering nature- and history-themed merchandise for sale to benefit local parks and beaches. ParkStore locations include Natural Bridges, New Brighton, Santa Cruz Mission, Seacliff, Wilder Ranch and Online. Learn more at ThatsMyPark.org or via Facebook, Instagram, Twitter, YouTube and Pinterest.

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