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**WEGROWUM, INC.**  
Growing Healthy Gardens - Growing Healthier Gardeners!

## **5,200 Michigan 3<sup>rd</sup> Graders Are Digging Into Gardening! *The Growums Garden Adventure*<sup>™</sup> Launched on Earth Day, 2025.**

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In classrooms across Michigan today, more than 5,200 3<sup>rd</sup> graders in 287 classrooms are diving hands-first into gardening, powered by Growums<sup>™</sup> Gardens, provided at no charge by WeGrowum, Inc.

Launched on Earth Day (April 22, 2025), the Michigan pilot program, *The Growums Garden Adventure*<sup>™</sup>, is a seven-week educational experience where students learn key STEAM concepts through gardening. “Gardening is a practical and fun way to teach Science, Technology, Engineering, Art and Math. Elements of each discipline can be taught in planning, preparing, planting, cultivating and harvesting a garden,” said WeGrowum, Inc. CEO, Tom Freeman. “With a simple Facebook invitation to teachers to try *The Growums Garden Adventure*<sup>™</sup> in their classrooms, we quickly enrolled 287 educators across 100 schools in less than two weeks,” he continued.

Each participating classroom received a complete Growums Education Kit, packed with hands-on learning tools. The free Teacher Kit included six classroom garden trays, a Teacher Guidebook, Green Thumb Workbooks for every student, plant anatomy posters, vocabulary flashcards, and even a “Flat Zucchini” classroom cartoon character that travels home with students for imaginative storytelling.



## ***The Growums Garden Adventure™ - 2***

All 5,200 students also received a free Growums take-home garden, to apply what they learn in the classroom with their families at home. “As their plants grow, so do their real-life skills: patience, observation, responsibility, imagination and an appreciation for where their own food comes from. Our goal is to give kids a foundation in health, sustainability, and science—while keeping it fun and creative,” said Beth Oliver, Chief Marketing Officer WeGrowum, Inc. “We’re not just planting seeds in the soil. This interactive educational experience plants seeds for student enrichment, development and growth,” she continued.

Freeman added, “This *Growums Garden Adventure™* initiative is a pilot, later to be made available for sponsorship by corporate Marketing Partners, foundations and philanthropic underwriters who financially support the WeGrowum, Inc. mission of growing healthier, more environmentally aware and active kids and stronger communities. There is no cost to school districts, teachers, students or families to participate under the model of corporate Marketing Partner sponsorship.” Freeman concluded, “The generous and wise brands who support this effort to enrich students’ lives in schools across America will receive plenty of media recognition and gratitude from parents, teachers, grandparents and the students themselves. Our Marketing Partners will be featured in classroom and take-home materials and recognized in 18 weeks of our social media posts and in all our press releases.” In the words of a Growums Founder and Owner, Bosh Bruening, “What’s better than getting children outside and getting their little hands into the soil to learn a healthy life-changing skill?”

Growums combines printed classroom lesson plans with an interactive digital platform that brings its cast of animated vegetable characters to life. From “**Zucchini the Great**” to “**Duke the Cuke**” to “**Bok Choy**,” each character leads children through the steps of growing their own garden.

*The Growums Garden Adventure™* will roll out to school classrooms in the warm growing zones in South Florida, Texas, and California this Fall. Marketing Partner sponsorship opportunities are now open for those looking to invest in the future of education, health and community support. To learn more, contact Beth Oliver, Chief Marketing Officer, at [Beth.Oliver@WeGrowum.com](mailto:Beth.Oliver@WeGrowum.com).



**Zucchini the Great**



**Duke the Cuke**



**Bok Choy**