

Grow Wild needs young people to spread the word!



The search is on for young people to spread the Grow Wild word

Grow Wild is on the lookout for dynamic project ideas from 12 to 25 year olds to raise awareness about the importance of UK native wild flowers and plants. Whether it is transforming an unloved wall at a youth centre with a wild flower mural, showcasing a passion for writing nature inspired poetry, or developing a plan for an animation highlighting the benefits of growing wild flowers – Grow Wild welcomes creativity.

Supported by the Big Lottery Fund and led by Royal Botanic Gardens, Kew; Grow Wild's youth-led initiative, *Grow For It* is a fresh new opportunity supported by some great partners throughout the UK; the Scottish Youth Parliament, the British Youth Council, Youth Cymru, Northern Ireland Youth Forum.

While Grow Wild's overall focus is the transformation of spaces, *Grow For It* projects can encompass more than sowing and growing to include all things wild, original and creative. Grow For It funding can be used to produce anything that communicates the Grow Wild message about the importance of UK native wild flowers and plants – whether that's a short film, edgy clothing design, or a wild flower cycle tour.

There will be 50 *Grow For It* projects across UK during 2015 and 50 more in 2016. Successful applicants will receive £400 to bring their ideas to life and their supporting group or organisation will receive £100 to help towards their support for the individual or group.

Clare Dalton who is leading on the project for Grow Wild says: "We're looking for 12 to 25-year-olds who are brimming with creative ideas. We've worked with young people right across the UK who have designed the project and will be deciding which *Grow For It* ideas will get the funding. We really want to spread the word and encourage as many ideas from young people as possible."

Grow For It 2015 project applicants should:

- Deliver their project between June and August 2015.
- Design a project that inspires and involves other people.
- Be known to an eligible supporting group or organisation, such as a youth and sports club, school, college or university.
- Host a simple seed giveaway or planting event as part of their project.

Grow Wild are welcoming Grow For It applications until 2 April 2015.

Applications can be downloaded at www.growwilduk.com/content/grow-it