



CASE and CNH Industrial Contribute to Record-Breaking 2016 Victory Garden Blitz

Racine, Wis., June 10, 2016

[CASE Construction Equipment](#) and CNH Industrial donated a skid steer to the 8th Annual Victory Garden Blitz, located in the Greater Milwaukee area. Held in May, this year's event marked the record-breaking installation of 555 gardens – achieving a grand total of more than 3,000 gardens for communities throughout Milwaukee since the project started in 2009.

The original Victory Garden Initiative started as a way to support the war effort during WWI and WWII. Today, their mission focuses on empowering communities to grow their own food and re-establish the relationship between human and food ecology.

CASE/CNH Industrial is one of many partners of the Victory Garden Blitz. In addition to financial sponsorship of the Initiative, the manufacturer donated the use of an [SV300 skid steer](#) for the event, which helped move more than 550 yards of soil.

"We are so grateful to CASE and CNH Industrial for lending us the skid steer again this year. It's hard to imagine how we would be able to build 555 gardens – a new record – all throughout the Milwaukee area if we didn't have the support of CNH Industrial," says Gretchen Mead, executive director, Victory Garden Initiative. "The Greater Milwaukee Victory Garden Blitz is a county-wide event that builds gardens for people in all neighborhoods and walks of life in order to help them grow their own delicious and nutritious vegetables – right in their own front yards, backyards, empty lots and community spaces. These gardens have shown to help people eat better food, contribute to a sense of wellbeing for many of the garden recipients and connect community members to each other."

"It's important for CASE to give back to the communities we live in," says Athena Campos, senior director - marketing, CASE Construction Equipment. "Installing 3,000 gardens is an amazing achievement and one that we're proud to hold up as an example of community improvement and sustainable living."

The gardens are made possible with a \$160 donation or sponsorship. Each garden is 4-feet by 8-feet and includes a full installation as well as new soil from local composters.

For more information about the Victory Garden Blitz, go to www.victorygardeninitiative.org/blitz.

For additional information about CASE Construction Equipment, visit www.casece.com.

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PRESS RELEASE



The Victory Garden Initiative promotes a sustainable food system by building communities of people who grow their own food. The scope of Victory Garden's educational programs and urban agricultural projects encompass a complete cycle: from soil, to seed, to plate, and composting back to soil. Find out more at www.victorygardeninitiative.org.

CASE Construction Equipment sells and supports a full line of construction equipment around the world, including the No. 1 backhoe loaders, excavators, motor graders, wheel loaders, vibratory compaction rollers, crawler dozers, skid steers, compact track loaders and rough-terrain forklifts. Through CASE dealers, customers have access to a true professional partner with world-class equipment and aftermarket support, industry-leading warranties and flexible financing. More information is available at www.CaseCE.com.

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