



HELLO!LUCKY

FOR IMMEDIATE RELEASE

**SPROUTING JOY: HELLO!LUCKY AND SAN FRANCISCO BOTANICAL GARDEN  
TEAM UP FOR AN EARTH DAY CELEBRATION FOR BAY AREA CHILDREN**

SAN FRANCISCO, CA – April 21, 2024 – Hello!Lucky, a San Francisco design studio and children’s book creator, is excited to announce a special Earth Day Celebration in partnership with San Francisco Botanical Garden. The event aims to inspire children and families of all ages to cultivate a love for nature and instill the importance of environmental stewardship from a young age.

Scheduled for April 21st, 2024, in the enchanting Great Meadow at San Francisco Botanical Garden, the Earth Day Celebration promises a day filled with interactive activities, educational activities, and storytelling sessions centered around the themes of plants and the Earth.

A highlight of the event will be the debut of Hello!Lucky’s first interactive children’s book, *A Seed Will Grow*, published by Abrams Appleseed, New York. Written by sister duo Sabrina and Eunice Moyle, the book teaches children about the seed to plant cycle, including how seeds become shoots and plants, the role of roots, pollination, how seeds are dispersed, and all the different types of seeds—including corn kernels, nuts, and pits! Packed with vibrant illustrations, neon colors, pull-tabs and flaps, every page uses Hello!Lucky’s trademark puns and rhyming verse to explain complex topics to kids in a clear, concise, and humorous way.

“We are thrilled to partner with San Francisco Botanical Garden to celebrate Earth Day and share the message of *A Seed Will Grow* with children and families in our community,” says Sabrina Moyle. “Our books are all about fostering joy, well-being, and connection in children and their caregivers. For our first hands-on book, we wanted to focus on teaching kids about the seed-to-plant cycle, and making connections to how they are growing, too—a vital part of nature’s brilliant tapestry of life.”

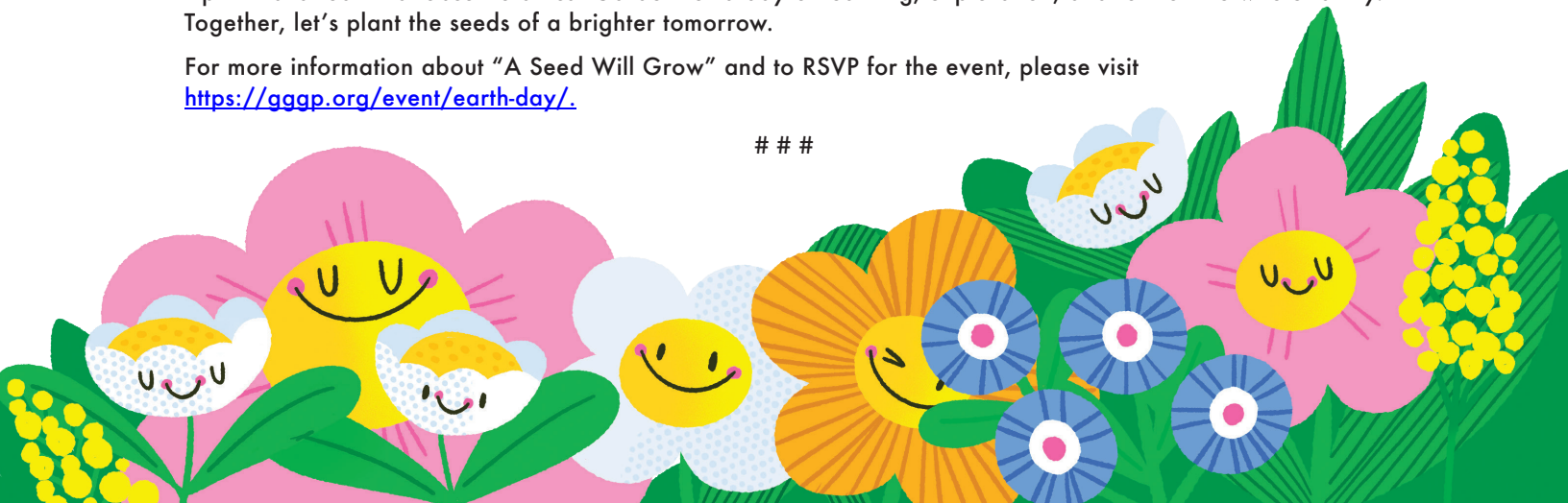
In addition to book readings and signings by the authors, attendees can look forward to hands-on crafts led by San Francisco Bay Area Moms and a book reading by Oakland-based NY Times best-selling children’s book creator Sophie Diao of her book *Tiny Troubles: Nelli’s Purpose*. The San Francisco Public Library, the youth education team from the Garden’s Bean Sprouts Family Days Program, and the Botanical Garden Bookstore will be on hand to share resources and plant activities while supplies last.

“We are proud to partner with Hello!Lucky to promote environmental education and inspire the next generation of environmental stewards,” says Jamie Chan, Director of Programs and Partnerships at the Gardens of Golden Gate Park. “By fostering a love for plants and nature at an early age, we empower children to become advocates for plants, the planet, and each other.”

The Earth Day Celebration promises to be a celebration of nature, creativity, and community spirit. Join us on April 21st at San Francisco Botanical Garden for a day of learning, exploration, and fun for the whole family. Together, let’s plant the seeds of a brighter tomorrow.

For more information about “A Seed Will Grow” and to RSVP for the event, please visit <https://gggp.org/event/earth-day/>.

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#### ABOUT HELLO!LUCKY

Founded in 2003, Hello!Lucky is an award-winning Bay Area creative studio whose mission is to spread joy, creativity, and connection through its products, which include letterpress greeting cards, children's books, and children's puzzles, toys, and games. Founded by sisters Eunice and Sabrina Moyle, Hello!Lucky children's books include nine Amazon Editor's Picks, and have sold over 1.5 million copies and been translated into eight languages.

#### ABOUT SAN FRANCISCO BOTANICAL GARDEN

Established in 1940, San Francisco Botanical Garden at Strybing Arboretum is one of the three Gardens of Golden Gate Park along with the Conservatory of Flowers and Japanese Tea Garden which are jointly operated by a public/private partnership between the San Francisco Recreation and Park Department and the San Francisco Botanical Garden Society (a nonprofit 501c3 organization doing business as the "Gardens of Golden Gate Park"). The Gardens of Golden Gate Park connects people to plants, the planet, and each other. San Francisco Botanical Garden is a living museum within Golden Gate Park. San Francisco Botanical Garden offers 55 acres of beautiful gardens displaying 8,000 different kinds of plants from around the world, including many that are rare and endangered. [gggp.org](http://gggp.org)

#### FOR MORE INFORMATION:

[About Hello!Lucky](#)

[Eunice Moyle and Sabrina Moyle Headshot](#)

[Hello!Lucky Books on Amazon](#)

[Images from A Seed Will Grow](#)

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