

## Botanical Interests Raises \$13,000 for Boulder Fire Relief

Broomfield, Colorado 2/25/22 — On December 30th, 2021, over 1,000 homes and businesses were destroyed by fires that spread through Boulder and Broomfield Counties, displacing over 35,000 people in the process. In response to this disaster, Botanical Interests pledged 20% of profits from online sales made between January 12-19, 2022 to the area's local food bank, Community Food Share's (CFS) Wildfire Relief Fund. Over \$13,000 was raised via this campaign, with about 2,000 customers making purchases over the course of the week.

Botanical Interests' warehouse is located only a few miles from where the fires spread. Co-owner Judy Seaborn says, "Our hearts break every time we drive through the neighborhoods leveled by the fires. It was horrific watching the fires light up the sky as we fled the warehouse that evening, and hearing people's stories of loss literally brings tears to my eyes."

CFS' commitment to providing the community with access to fresh food was focused in relief efforts by redistributing food from businesses affected by the fires and preparing emergency food boxes. CFS remains in close contact with disaster response teams, school districts in the counties, and local hunger relief partners. "We have always supported the Community Food Share in different ways over the years," Seaborn says. "The loss is so staggering we wanted to help however we could, so we chose to help fund CFS efforts with our online profit share."

The weeklong fundraiser has been received with appreciation from community members and customers alike. In addition, Botanical Interests has donated 150 "We Will Bloom Again" flower mix seed packets to employees of the Whole Foods located in Superior, to share with friends and family members affected by the fires.

*\*\*\*\*Botanical Interests is a family-owned business founded in 1995. We offer more than 600 dependable varieties of certified organic, heirloom, non-GMO, untreated, and responsibly produced hybrid vegetable, herb, and flower seeds. Our goal is to inspire and educate gardeners, so they can create beautiful and successful gardens. Our packets contain a wealth of information, inside and out. Seeds are available for purchase at [www.botanicalinterests.com](http://www.botanicalinterests.com), and at independent garden centers and hardware stores, gourmet grocers, and health food stores throughout the United States.\*\*\*\**

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Let us inspire and educate the gardener in you.™

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