

"Grow A Garden for Sustainability!" will focus on the pleasure and business of gardening and its role in sustainable development on KK! Talk Show on [DZRH](#) -AM radio on July 2, 2008, Wednesday, 7:30 p.m. to 8:30 p.m. (Manila time).

Do you have a green thumb? Do you want to breathe clean air and eat safe food? Perhaps, only a few will say "Yes" to the first question. But, we are sure all will say "Yes" to the second. So, to all, we suggest—grow a garden, whatever color your thumb has!

[Gardening](#) , which includes landscaping, is often referred to as the art and craft of growing [plants](#)

in order to create a beautiful environment. But gardening is much more than that. Gardening can address many societal needs, from tourism to sustainability, in terms of safer and adequate food, cleaner air, and improved quality of life.

Gardening has also become a multi-billion industry that is projected to reach by 2010 about US227.4 billion globally and US17.1 billion in the Asia-Pacific region.

Singapore, the most-densely populated country and one of the 20 smallest-countries in the world, has seen the opportunities offered by gardening. In 2006, it allocated US69.5 million toward its "City in a Garden" initiative. That investment is paying off—Singapore is now popularly known as the "garden city in the tropics." Its garden city reputation continues to bring in more and more tourists annually and its gardening and landscape industry is now expected to grow to US1.18 billion by 2014.

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In order to make others see the potential of the global market for gardening, Singapore is holding, for the second time, the Singapore Garden Festival on July 25 to August 1, 2008. It will bring together the world's top garden-and-floral designers and their creations, and others who want to participate in the gardening industry.

Guests are P Teva Raj, Director, Centre for Urban Greenery and Ecology (CUGE), National Parks Board, Republic of Singapore, with Jui Hwa Tan and Fook Chyi Yong also of CUGE, and Arch. Paulo Alcazaren, landscape architect and columnist, *The Philippine Star*. Dr. Cora Claudio, president, EARTH Institute Asia, and a home gardener, will moderate the discussion.

Kalikasan, Kaunlaran! (KK!) on [DZRH](#) -AM radio, will focus on the pleasure and business of gardening and its role in sustainable development on July 2, 2008, Wed., 7:30 p.m. to 8:30 p.m. (Manila time). Guests are P Teva Raj, Director, Centre for Urban Greenery and Ecology (CUGE), National Parks Board, Republic of Singapore, with Jui Hwa Tan and Fook Chyi Yong also of CUGE, and Arch. Paulo Alcazaren, landscape architect and columnist, *The Philippine Star*. Dr. Cora Claudio, president, EARTH Institute Asia, and a home gardener, will moderate the discussion in English and Pilipino.

We invite you also to join the contests, campaigns and projects of EARTH/KK! To join all, register as a KK!2299: earth<space>REG < name, age, sex, address, email address, and name of person who invited you to tune in>. KK! is developing a database on PWDs (Persons With Disability) to assist those who design programs for them. So, if you are a PWD, please add the type of your disability. listener by texting

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KK! is co-produced by EARTH Institute Asia, Inc. and [DZRH](#) , with the cooperation of the MAP, GREEN Army, PFST, TOWNS, PBE, AIJC, PEIA, DENR, MabuhayRadio.com, SanibLakas, various egroups, and others. It is at 666 kHz in Metro Manila and at other kHzs in other areas nationwide. It is globally accessible through

<http://dzhtr.tripod.com>

or

[www.mabuhayradio.com](http://www.mabuhayradio.com)

(or just click on this link,

[DZRH](#)

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Join also KK!'s roster of partners-sponsors, such as Unilever, Unilab, and Toby's Sports. Providing in-kind support are Delbros Supply Chain Solutions, MAP, Brahma Kumaris, Nokia, and Arch. Paulo Alcazaren.

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