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**LAND ACQUISITION EMPOWERS ATLANTA'S LARGEST URBAN FARM  
TO ESTABLISH DEEPER ROOTS**

Truly Living Well Center for Natural Urban Agriculture seals deal with Atlanta Housing

**Atlanta, GA, November 18, 2020.** "It's official." After more than ten years of working in the Atlanta community and programming on leased land, Truly Living Well Center for Natural Urban Agriculture now owns its Collegetown Farm at 324 Lawton Street in Atlanta. The 3-acre site is fertile ground to continue its mission of educating children and adults to grow natural and organic food and producing thousands of pounds of fresh, healthy food for the Westside and Atlanta community.

This is an incredible milestone for our organization," said Carol Hunter, Executive Director of Truly Living Well. "Land ownership creates stability for the organization and permanency in a community that needs access to healthy food. We have the capacity to stimulate and contribute to a robust local food system from our location at Collegetown Farm and deliver other community benefits."

Atlanta Housing offered Truly Living Well the site in 2015 when their lease was not renewed at Wheat Street Garden in Atlanta's Old Fourth Ward. "Truly Living Well supported our Choice Neighborhoods mission to bring about transformation in the Ashview Heights neighborhood, which is a USDA-designated food desert," said James Talley, Executive at Atlanta Housing. "They provide a space for local food production and connect residents to healthy food resources and educational opportunities. I cannot understate the value they've brought to the community since they've been there. People trust them."

Truly Living Well founder and former CEO K. Rashid Nuri was thrilled with the news, recalling the first time he learned of the opportunity. "When I went to view the property, I was exhilarated by the possibility. Before us was an opportunity to own our own land – three-plus acres of flat land at the bottom of a hill, which we would initially lease, but eventually own. I couldn't be prouder that Collegetown Farm is my legacy for Truly Living Well."

Truly Living Well works in collaboration with many Atlanta-based organizations and has recently partnered with both Atlanta Botanical Garden and Westside Future Fund. Mary Pat Matheson, Executive Director of the Atlanta Botanical Garden has witnessed first-hand Truly Living Well's unique ability to connect neighbors to the land where their food is grown, whether they are buying fresh food at the market or learning how to

grow it on the farm. "To have the land permanently secured is remarkable," said Matheson. "Truly Living Well is going to be there for the next 100+ years. We've now got a strong green urban anchor on the Westside committed to growing food for the community. Growing food in cities grows more resilient cities." John Ahmann, Executive Director of Westside Future Fund (WFF) stated that "Truly Living Well is serving two of WFF's most important strategies - health and wellness and cradle-to-career education, which are proven to deliver economic mobility."

As an African American and woman-led organization, Truly Living Well is committed to using urban agriculture as a transformative tool for health, wellness, education and cooperative community opportunities. **To learn more about Truly Living Well and how you can get involved or support their work, visit [www.trulylivingwell.com](http://www.trulylivingwell.com).**

### **What the Community is Saying**

"By partnering with neighbors like Westside Future Fund, Atlanta University Center, M. Agnes Jones Elementary School, and the Beltline, Truly Living Well has been a catalyst for community change," said **Bill Bolling**, Chair of Food Well Alliance, a collaborative network of local food leaders, and Founder of the Atlanta Community Food Bank, "They represent a living legacy that will only grow in the years to come."

"Because of proximity and strong connection to the community, Truly Living Well is poised to help more families who find their pocketbooks and wallets stressed because of economic, social, and health related disparities," said **Will Sellers**, Executive Director of Wholesome Wave Georgia.

"Truly Living Well is at the front-line in a visionary struggle for community wealth, health and sustainability," said **Randolph Carr**, Field Organizer for National Black Food & Justice Alliance. "Our access to and ownership of land is an essential tool in building more powerful communities and meeting the everyday needs of everyday folks."

### **About Truly Living Well Center for Natural Urban Agriculture**

Since its beginning in 2006, Truly Living Well has used its expertise to demonstrate how food can be a bridge across diverse cultures, backgrounds, and experiences. Truly Living Well's programs and activities provide agriculture training, nutrition, education, and job creation. By regularly harvesting healthy produce throughout the year, Truly Living Well provides its community with a dependable, consistent source of fresh produce, much of which can be earmarked specifically for those who cannot afford to purchase it otherwise. Truly Living Well demonstrates sustainable and economically viable solutions for helping people to eat and live better.

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