

GardenScribe

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GardenScribe Plant Organizer Serves a Growing Market Need as More Consumers turn to GIY and Inexpensive Hobbies.

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Wantagh, NY (March 3, 2009) – After a successful first year serving the home garden community, **GardenScribe** Plant Organizer has filled an important niche for beginner and avid gardeners. As the economic crisis continues to impact spending habits among consumers, clear trends in the Home and Garden industry have emerged. More people are turning to GIY (Grow It Yourself) as a means of reducing expenses and turning to gardening as a low cost environmentally friendly hobby. According to the recent National Gardening Association survey, do-it-yourself lawn and garden activities were up more than a billion dollars from the previous year, to more than \$35 billion.

In its first year, **GardenScribe** has sold over 100 copies and received great reviews. Conceived and produced by Theresa Morrogh, GardenScribe is a high quality, easy to use book that allows you to organize and manage plant records, new garden projects and ideas, track successful strategies, and maintain all the important information that is so easily forgotten.

“As a garden enthusiast I realized my biggest problem was often my own memory – which nursery sold the best plants, what fertilizer worked the best- even something as simple as all my plant’s names.” said Theresa Morrogh, President and Founder of GardenScribe. “I began to keep my own journals and when anyone would ask me a question I would refer to them- I was constantly being asked where I got my books or could I make them for others – GardenScribe grew out of that.”

The binder is filled with form style Plant Detail pages, which easily allow for plant identification, plant facts, maintenance, fertilizing, purchase history, pests and diseases, and more. The layout allows for the storage of plant tags and pictures right along side the care and maintenance details in a 4 X 6 photo sleeve made from archival quality polypropylene which is the best material for photos and also strong enough to hold a plant tag.

“I received the GardenScribe as a gift. I have a small garden and a few containers, but not much time to tend them. This book is great! I now have all the information regarding my plants in one place. With everything documented, tending my garden will be even easier next year. I recommend this book to all gardeners.”

“I love this book! I am just starting to landscape my yard and have planted all sorts of bulbs, perennial, trees and doing so all at once makes it a little hard to keep up with all I've planted, where I planted it, what to do with it after I planted it, when it would bloom, etc. It even has a clear plastic sleeve on each page so I can take a picture and include it with the information.”

TITLE: GardenScribe Plant Organizer
AUTHOR: Theresa Morrogh
PUBLISHER: Everyday Projects LLC; 1st edition (2007)
PRICE: \$39.95
Ring-bound: 138 pages

ABOUT THE AUTHOR:

Theresa Morrogh began her professional career as a software developer and project manager in the financial services industry. She achieved a high level of success creating computer programs and solving complex “bugs”. After surviving cancer she made a decision to change her quality of life and quit her job to see what was going on in the outside world. She turned her love of gardening and eye for organization into a product that has quickly become a favorite among home gardeners.