

Lighting The Road To The Future

New Orleans

Data

News Weekly

"The People's Paper"



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A Home Run

Sterling Farms Brings Fresh Food Back to the Community



Pictured are Wendell Pierce, Troy Henry and James Hatchett who together have brought fresh food and produce to the community with the Grand Opening of Sterling Farms Grocery.



Wendell Pierce discusses the values of providing fresh and healthy food choices with Data News Weekly's writer Dr. Eric Griggs and Publisher Terry Jones.



Pierce greets an excited customer at the store.

By Eric D. Griggs, M.D.

Travelling to Sterling Farms Grocery at 5969 Lapalco Boulevard in Marrero is a pleasant field trip to a simpler time. A time when a trip to the store to run errands for your mother or grandmother to buy milk, eggs, butter or whatever else was on that handwritten list was as routine as brushing your teeth. Walking through the door, you are greeted by the typical hustle and bustle of what is to be expected at a standard grocery store - shopping carts, people moving in and out, the sounds of cash registers, bags rustling and being filled. The difference today is standing at the door are the owners greeting every shopper, helping people to bag their wares and even offering rides home to customers with full baskets. It is truly a step back in the time continuum to a place when the neighborhood market was truly a "super" market, and stood as one of the pillars of the community, providing not only the necessary food and supplies for sustenance, but often including a pharmacy

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Photos by Glenn Summers

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for prescriptions as well. Equally important, the neighborhood market provided opportunities for employment in the surrounding community, thus enhancing the sense of self-respect, responsibility and community investment. All of which was the vision of two little league baseball teammates that grew up in Pontchartrain Park here in New Orleans. They saw an opportunity for recreation and re-development in post-Katrina New Orleans. Mr. Wendell Pierce, a successful New Orleans Actor and Mr. Troy Henry, a successful local Businessman, joined forces with Mr. James Hatchett, a 30 year grocer from Chicago. They created a plan and the rest is history.

"We want to be known as your neighborhood grocery destination. We want to know our customers who come in. They get to know our point of sales people. They know where the sales are... They get their circulars... There's 25,000 homes around here (in Marrero) that we send circulars to. That's what's most important. That's our demographic, this neighborhood that's been underserved right here," relates Mr. Pierce, who is best-known for his role as "Bunk" on the HBO series, "The Wire" and more recently as the star of the HBO series, "Treme."

What Pierce, Henry and Hatchett observed was a need for access to fresh produce in urban communities. New Orleans, like so many other cities, is known to have areas considered as "food deserts." These areas lack access to fresh food and food necessities. As a consequence, the neighboring communities are denied access to proper nutrition and suffer subsequent health maladies (increased incidence of Obesity, Hypertension, Heart Disease and Diabetes) because of limited choices and resources. Pierce relates, "I would like to start with aisle 1. This is the most important aisle in the store. This is where all of the fresh produce and healthy food choices begin. First of all they must have a (healthy) choice. They must have a choice, and education will come along with that. We are going to have cooking demonstrations and different nutritional demonstrations. Our first Community Outreach Program is going to be a 'Let's Move' event (First Lady Michelle Obama's initiative). It's about making sure that people have the access first. The fact is, you have people in the community that have to trav-

el five miles in one direction, and seven miles in another just to get to a corner store.

"The corner food store doesn't give you options like kale, and spinach and broccoli and plums, and if they do, it's in poor condition. We're challenging that with even our Express stores..(At this point, he is interrupted by a customer thanking him for bringing the store to her neighborhood).

"It's about pent up demand. In communities like this, other American industries have stood on the sidelines...The fact is, we are entrepreneurs who have said we're

Cover Story, Continued
on page 9



A landmark for 40 years in the New Orleans Ninth Ward is the H & W Drugstore, which is now housed in the new Marrero store. H & M was owned and operated by Troy Henry's father.

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2013 NCAA® Women's Final Four® Community Initiatives and Surrounding Events Events prior to and in conjunction with the 2013 Women's Final Four NCAA Middle School Madness®

Participating New Orleans Middle Schools

The NCAA Middle School Madness program links classroom learning for sixth- through eighth-grade students with the NCAA Women's Final Four. Through the Middle School Madness program, the Women's Final Four serves as a catalyst to encourage girls and boys to learn from the achievements, actions and positive examples set by women's basketball student-athletes.

The program consists of two components: a classroom curriculum and a mural/essay contest encouraging middle school students to express their thoughts regarding what is the power of youth - making a difference in the community. Participating middle schools are provided honorariums and physical education equipment donated by the NCAA and Wilson® Sporting Goods Co., the official basketball supplier of the NCAA. Essay contest winners will be awarded laptop computers and participating schools in the mural contest will have their murals displayed throughout New Orleans. Contest winners will be included in a wide variety of Women's Final Four activities, at which they will be recognized for their accomplishments.

NCAA Pinnacle of Fitness™ Program

Selected Middle Schools
The NCAA Pinnacle of Fitness Program is an NCAA Division I women's basketball initiative emphasizing healthy living and education for young people in the New Orleans community. Middle school students will be encouraged to participate in physical activity for sixty minutes on school days and complete one healthy eating goal each week for ten weeks prior to the Women's Final Four. Participating schools that return the highest percentage of completed logs will receive credit a gym equipment voucher from Wilson Sporting Goods.

Friday, April 5

Women's Final Four Salute Premiere

Mardi Gras World
6:30 p.m.
Walk the red carpet and share the charismatic entrance of four outstanding teams as they experience the power of their dreams coming true. The event will pay tribute to the coaches and student-athletes in a celebratory Salute. The red carpet arrival of the teams is open to the public, while tickets (\$20 general admission) are required for the Salute Premiere.

Saturday, April 6

4Kay® Run Presented by Northwestern Mutual®

Tourney Town (Center Stage)
8:00 a.m.
The sixth annual 4Kay Run Presented by Northwestern Mutual® is a key event during the 2013 NCAA Women's Final Four. The run, a mainstay of the Women's Final Four weekend of events, is scheduled for Saturday, April 6 at 8 a.m. The 4Kay Run is held in honor of the late North Carolina State University head women's basketball coach Kay Yow. Proceeds from the run will benefit cancer research through the Kay Yow Cancer Fund®. The Kay Yow Cancer Fund is a 501 c(3) charitable organization committed to the fight against women's cancers by raising funds for scientific research, assisting the underserved and unifying people for a common cause. Walkers are strongly encouraged to participate.

POWERADE® NCAA Youth Clinics

Isidore Newman School and Joe Brown Memorial Park
8:30 a.m. - 12:30 p.m.
The POWERADE® NCAA Youth Clinics serve as an NCAA outreach initiative that youth participate in throughout the city of New Orleans. Boys and girls will have the opportunity to learn and enhance their sports, conditioning and life skills with women's basketball coaches and student-athletes, as well as collegiate

administrators and basketball experts from various parts of the country. NCAA Youth Clinics encourage children to participate in basketball training, as well as on organized team sports, and stress the importance of participation rather than winning. These "active participation" sessions will cater to the developmental level of each participant, providing them with the fundamental tools they need for basketball. Through a focus on discipline, confidence and commitment, these youth will use what they have learned through athletics and apply them to other areas of their lives. Free and open to the public.

Big Easy Bounce fueled by POWERADE®

Mercedes-Benz Superdome Plaza (Gate C)
1:00 p.m.
The Big Easy Bounce fueled by POWERADE® will feature several thousand youth dribbling their way within the city of New Orleans. Youth, 18 and under, are invited to participate in the free event at which participants receive a t-shirt and basketball, donated by the NCAA and Wilson® Sporting Goods Co. There will be entertainment, activities and lots of free fun for the whole family! Tourney Town will welcome dribblers and fans with live music and performances throughout the afternoon. Free and open to the public.

NCAA Junior Journalism Workshop

New Orleans Arena/Tourney Town
9:00 a.m. - 4:00 p.m.
The NCAA Junior Journalism Workshop teaches middle school age girls the roles and responsibilities of journalists. Workshop participants, selected by the New Orleans Local Organizing Committee, will observe Women's Final Four team practices and attend Tourney Town on Saturday, April 6, with active participation encouraged at the coaches' news conferences. Participants will learn radio, television and blogging techniques, while receiving instruction from local and national media professionals and aspiring journalists from local colleges and universities. Stories generated by participants

will be posted online during the 2013 Women's Final Four.

Open Practices and Team Autograph Sessions

New Orleans Arena
10:50 a.m. - 4:00 p.m.
The community, women's basketball fans, coaches and NCAA guests are invited to join the Women's Final Four teams at their open practice sessions at New Orleans Arena. In addition to watching team practices, attendees will have the opportunity to receive autographs from the Women's Final Four student-athletes and coaches on complimentary commemorative posters courtesy of AT&T. Free and open to the public.

Talent Showdown™ Refreshed By Coca-Cola Zero™

Tourney Town (Center Stage)
1:00 - 3:00 p.m.
The Talent Showdown Refreshed By Coca-Cola Zero is a community outreach program created to locate and display the best in local singing talent the city has to offer during the championship weekend. Eligible contestants will have the opportunity to submit their audition materials for a chance to compete live at the Talent Showdown finals on Center Stage in Tourney Town. The winner of the Talent Showdown will have the chance to perform the National Anthem at the WBCA High School All-America Game as well as receive many great prizes.

Battle of the Bands

New Orleans Arena
3:45 - 4:15 p.m.
The Battle of the Bands will be held immediately following the open practice sessions at New Orleans Arena. This exciting, energy-filled competition features the pep bands from the four institutions displaying their school spirit. The winner of the Battle of the Bands will be selected by the fans in attendance at open practice. Always a Women's Final Four fan favorite, this fun competition symbolizes the passion and camaraderie of college basketball. Free and open to the public.

WBCA High School All-American Game New Orleans Arena

4:30 p.m.
Since 1992, the Women's Basketball Coaches Association (WBCA) has organized this prestigious event for the nation's most gifted female high school basketball players. Former WBCA High School All-Americans who have participated in this event include former student-athletes such as Brittney Griner, Courtney Paris, Tamika Catchings, Diana Taurasi, Candace Parker and Maya Moore. Following open practices and autograph sessions for the Women's Final Four teams, the WBCA High School All-America Game will take place at New Orleans Arena. Free and open to the public.

Sunday, April 7

AT&T Mascot Challenge

Tourney Town (Center Stage)
Noon - 1:00 p.m.
Who says all the action happens on the floor? The AT&T Mascot Challenge is the perfect event for all participating Women's Final Four teams' mascots to get warmed up before the big games. Come out and witness the mascot's display their own unique skills in a head-to-head competition live on Center Stage in Tourney Town. So come out and cheer for your favorite mascot - every vote counts!

NCAA Pep Rally

Tourney Town (Center Stage)
1:00 - 2:00 p.m.
The NCAA Pep Rally will feature performances by the pep bands, cheerleading squads and mascots from the Women's Final Four teams. Thousands of fans will gather for the rally and cheer on their favorite pep band and spirit groups. The pep rally is free and open to the public.

National Semifinal Games

New Orleans Arena
5:30 and 8:00 p.m.
The wait is over! The Women's Final Four teams will compete

Public Invited to Join NOLA For Life Day on April 20th

The City of New Orleans announced plans for the third NOLA FOR LIFE Day on Saturday, April 20, 2013, and invited all residents to join in a revitalization effort in and around McDonogh Park in Algiers.

Volunteer activities at the April 20 event will take place from 9am to noon at McDonogh Park, 1500 Teche Street in the McDonogh Neighborhood.

"Many people have asked what they can do to help curb the unnatural level of violence in our City, and one way they can make an impact is to help our fellow citizens reclaim their neighborhoods, particularly our most troubled areas," said New Orleans Mayor Mitch Landrieu. "As part of our NOLA for LIFE murder reduction strategy, we're asking everyone to get involved and help rebuild our neighborhoods, because we cannot end this cycle of violence alone."

Volunteer activities will include improvements to the park and projects to enhance the surrounding area. Those interested in volunteering can click here to register.

NOLA FOR LIFE Day also will include blight eradication and public safety enhancements from City departments and agencies including Code Enforcement & Hearings Bureau, NOPD (Quality of Life officers), Sanitation, NORA, NORDC, Public Works, Parks & Parkways, Neighborhood Engagement Office, Mosquito, Rodent & Termite Control Board, and Sewerage and Water Board. The City will repair street lights, replace missing street signs, remove abandoned cars, cut overgrown lots, and perform code enforcement sweeps.

In advance of April 20 event, the Department of Public Works has canvassed

these areas to identify and repair non-working street lights, as well-lit streets are a deterrent to criminal behavior. Missing street signs, abandoned cars, overgrown lots and other nuisances have been identified.

Partnering with the City of New Orleans in this effort are Rebuilding Together New Orleans, Hike for KaTREENa and Revolution Foods.

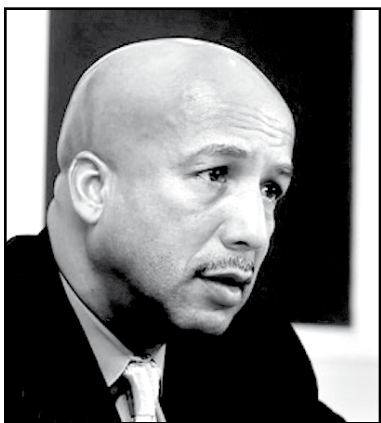
In addition, there will be a resource fair at the park with representatives from City and partner

agencies on hand to share useful information to the public.

NOLA FOR LIFE Day will conclude with a celebration featuring food and music.

For more information on NOLA FOR LIFE, visit <http://www.nolaforlife.org>.

Nagin Trial Postponed and Rescheduled



U.S. District Judge Ginger Berrigan agreed to the joint request from both the U.S. Attorney's Office and the Defense on Monday to postpone the trial of former New Orleans Mayor Ray Nagin by several months.

Nagin's trial was scheduled to begin on April 29 where he faces

several federal charges which include bribery, money laundering, conspiracy and tax fraud.

Judge Berrigan agreed to delay the trial until October 7 at 10 a.m. according to court documents.

The April trial date was originally a preliminary date a federal magistrate judge set after Nagin pleaded not guilty February 20 to a 21-count indictment, a grand jury handed up against him a month earlier.

The joint request for the delay from both sides of the case stated that the case is "complex and involved an extensive amount of electronic and documentary discovery."

Setting the court date for later this month would be "unreasonable" the U.S. Attorney's Office argued. The Judge agreed and moved the date.

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Shoot Ya Best Shot!

Easter Night Out At Bertha's Place with Free Food and Fun

Photos by Glenn Summers

Everybody came out to Bertha's Place to celebrate Easter. With free food, music and fun, who could say it wasn't the place to be? And, of course, Data was there.





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Paul Beaulieu
Showtime in the Afternoon
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Shoot Ya Best Shot!

Sterling Farms Grand Opening

Photos by Glenn Summers

The community turned out to preview Sterling Farms, and Data was there.



Customer Marguerite Jackson with Doc Griggs



Customer Mae Easterling with Doc Griggs



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Race, Crime and the Search for Justice



Edwin Buggage
Editor-in-Chief

Recently, the continuing problem of racial profiling and the rift between some segments of the African-American community, the NOPD and Mayor Mitch Landrieu came to a head. When local NAACP President Danatus King staged a protest outside of City Hall demanding that the mayor meet with the community to address issues of racial profiling and crime.

As per his request with mounting pressure, the mayor staged his own meeting, while King held a separate meeting that was not attended by Mayor Landrieu. And while both of these meetings took place one received limited coverage in the media while the other hosted by the mayor continued to be aired for several days.

The issue of crime and racial profiling is a major issue in the City of New Orleans and it is important that all hands are on deck and that all voices are heard. It seems that throughout the term of Mayor Landrieu who has done a great job in some areas, has a problem facing some of the voices in the community that are critical of him and some of his policies.

Admittedly, the mayor has quite a balancing act to do in a City that is always a step away

from a racial firestorm. But it is time for the mayor to step into sometimes uncomfortable settings to hear what the people have to say. Mayor Landrieu always speaks of One New Orleans, but for us to get to that the voices of dissent must be respected and given the ear of the person elected to represent all the citizens of New Orleans. And not simply as some of the mayor's harshest critics say he chooses to meet with hand-picked safe African-Americans, many of whom agree with the mayor's policies.

Today the City faces many challenges and only together can we make New Orleans a better place for all its citizens. And the mayor must lend his ear to all the citizens of the City even if some of the words they spew

at him are things he does not agree with. And for those in the African-American community that are not in the mix with those who have political and economic power it is time to organize and begin to let your voices be heard and begin to solve the problems that exist in our communities ourselves.

It is time for the African-American leaders who give lip service to change to begin to do the work to clean up our communities. To raise our families and this is a call for the males to become more involved in the lives of children, it is something that can make a real difference in their lives. If segments of our community did this, the police and their sometime occupying, adversarial like presence would not be as necessary. Because

much of the crime and violence would not exist in some of our communities as it does today.

The problem of crime and monitoring police misconduct is an issue that continues to be a black eye for the City. And it is up to all the citizens, the mayor and the changing of the culture inside of NOPD if we are to get to solutions.

And what the elected leadership in addition to community, business and religious leaders need to grasp is that there can be unity without uniformity. And that substantive dialog is necessary moving forward, if we are to become the kind of City our great citizens deserve that all voices need to be heard, not just a selected few. And when we get to that glorious day, we can truly be "One New Orleans."

Medical Condensation Can be Deadly



Julianne Malveaux
NNPA Columnist

Anna Brown, a St. Louis-based homeless woman, needed treatment for a sprained ankle. She went to three emergency rooms seeking treatment. In the third hospital, St. Mary's Health Center, Brown was emphatic about needing care. Instead of being treated, she was arrested for trespassing, and died in a jail cell. Was she ill-treated because she was homeless? Black? Broke? All three? It really doesn't matter. What matters is the hospital that failed to treat her may have contributed to her death.

Too many African Americans are treated in emergency rooms as criminals, not people in need of health services. After learning of the Anna Brown case, a sister-friend shared that she had such an extreme anxiety attack that her 10-year-old son called 911. When she got to the emergency room (with health insurance, thank you), she was queried about her use of drugs and alcohol, not her health condition. It was only after her blood was tested that she was treated. So she spent four agonizing hours on a hospital bed with raspy breath, a frightened son, and no medical care.

She isn't the only one who was mistreated. African American and Latino men with broken bones are less likely to get pain medication than others. Even children of color are less likely to receive painkillers than White children, because some physicians think they are faking the severity of their pain. When we look at health disparities and

wonder why African Americans are more likely to have diabetes, high blood pressure, kidney failures, breast cancer, AIDS and other diseases, one might point to the many ways that doctors, especially those in emergency rooms, signal that Black pain is not worth treating. The result is that someone who is really hurting chooses to forgo medical care instead of dealing with medical condensation and arrogance.

To our society's shame, emergency rooms often become the health providers of last resort. Those without a regular physician are stuck going to an emergency room when all else fails. A cold becomes the flu and the flu becomes pneumonia and only when a patient is struggling for breath does she seek treatment in an emergency room. I can understand a doctor's frustration because the patient did not deal with her challenges earlier. But well-paid emergency room doctors need to do their work without

judgmental attitudes getting in their way.

Anna Brown deserved to be treated as a human being. She deserved to be treated as someone who was struggling with pain. Instead, she was treated as a criminal because she insisted on care. Thus, she was accused of trespassing, instead of being treated as someone who was hurting.

While many would describe our society as post-racial that is a specious and inaccurate description of the world in which we live. Racism muddies the water that we all swim in, and physicians are not exempted. Those who swim in muddy water reflect the muddy attitudes that are prevalent in our society. Many doctors consider themselves "culturally sensitive" but they have come to certain conclusions about poor folks, Black folks, and others that they treat. It is easier to write off a woman like Anna Brown than it is to find out what is really wrong with her.

The Hippocratic oath that physicians swear to says "first, do no harm." From the facts that have been published about Anna Brown though, this homeless 29-year-old mother of two was harmed by a medical indifference that landed her in a jail cell instead of a hospital bed. The tragedy is that Anna Brown is not the only one who has been treated this way.

We have health disparities because people are treated differently in our health care system. We cannot talk about closing gaps without talking about the ways that medical attitudes shape the medical experience for those who are so underserved that they come to emergency rooms for help. While the jury is out on the ways that Obamacare will reform our health care system, the intent of health care reform is to eliminate tragedies like Anna Brown's.

Julianne Malveaux is a Washington, D.C.-based economist and writer. She is President Emerita of Bennett College for Women in Greensboro, N.C.

Pipeline to the People

By Corey Anderson

We would like to know how our community feels about Marriage Equality and so Data Asks the Question: How do you feel about the issue of gay marriage/ marriage equality in light of the cases being heard by the Supreme Court?

The times are changing, and quickly too! For some, it is too quickly, for others it is not quickly enough, but no matter where you fit in the spectrum of the most visible fight in America today, the times are changing. It seems that daily, one politician after another “comes out” in favor of Marriage Equality. So much so that as this column is being written, chances are that the count today (Tuesday) of Democrats in Washington who have voiced their support will be even fewer than it is now which leaves only seven Senators who have not thrown their support behind Marriage Equality. Louisiana Senator Mary Landrieu (D-La.) is one of those seven. The other remaining holdouts are Senators Mark Pryor (D-Ark.), Joe Donnelly (D-Ind.), Bill Nelson (D-Fla.), Heidi Heitkamp (D-N.D.), Joe Manchin (D-W.Va.) and Tim Johnson (D-S.D.). Only two Republican senators, Rob Portman (R-Ohio), and Mark Kirk (R-Ill.) have announced their support for same-sex marriage.



Casey Robinson

“I have a more practical outlook on the situation. I feel that God meant marriage to consist of a man and woman but who am I to judge. If they want to marry... Who am I to stop them?”



Morgan Stallings

“I feel like the issue is being taken into the Supreme Court now because gay and lesbian marriage is no longer pushed aside or swept under the rug. Our generation is much more accepting of all things as compared to the older generations. I personally am not in agreement with it for the simple fact that I am a Christian and I abide by the things in the Bible. But, at the end of the day people are going to do what they want to do. Who are we to stop them?”



Whitney Fears

“I believe that two people who love each other and are willing to make a life-long commitment to one another should be able to get married. No harm is being done.”

**What do you think?
Should gay marriage
be legal? Join the
discussion on Facebook.**



Cover Story/ Continued from page 3.

going to step off the sidelines. We don't see risk. We see reward. We see an opportunity, an opportunity to do well and do good. It's the meeting of demand.”

According to the United States Department of Agriculture's Report to Congress in 2009:

“Of all households in the United States, 2.3 million, or 2.2 percent, live more than a mile from a supermarket and do not have access to a vehicle.

An additional 3.4 million households, or 3.2 percent of all households, live between one-half to 1 mile and do not have access to a vehicle... 23.5 million people live in low-income areas that are more than 1 mile from a supermarket or large grocery store.

However, not all of these 23.5 million people have low income. If estimates are restricted to con-

sider only low-income people in low-income areas, then 11.5 million people, or 4.1 percent of the total U.S. population, live in low-income areas more than 1 mile from a supermarket. Data on time, use and travel mode show that people living in low-income areas with limited access spend significantly more time (19.5 minutes) traveling to a grocery store than the national average (15 minutes).

However, 93 percent of those who live in low-income areas with limited access traveled to the grocery store in a vehicle they or another household member drove.” (http://www.ers.usda.gov/media/242675/ap036_1_.pdf)

Currently, there are 4 stores in the chain located here in the New Orleans area. The three Sterling Farms Express stores are located

at 2034 Gentilly Blvd, 800 Manhattan Blvd, and 1667 Tchoupitoulas Street. The larger grocery store, which also houses H&W Pharmacy, owned and operated by Mr. Henry's father for over 40 years, is located at 5969 Lapalco Boulevard in Marrero. The members of the adjacent communities could not be happier.

Pierce proudly states, “I have 62 employees at this store that impacts the community. We have 10 at each of the Express stores. It's creating an economic energy.” And it is not just the job creation and access that has the community excited, it's the level of service. Sterling Farms boasts the Sterling Shuttle Program.

“Our shuttle program is this if you come to the store and buy \$50 worth of merchandise, we will give you a ride home.” This

is an innovative program implemented by Hatchett from Chicago to show true customer appreciation.

When asked her thoughts about the new store, Mrs. Margurite Jackson, a Woodmere resident, states “I think it's real nice. I was here for the grand opening. I love it. I love my sale papers. Everything is fresh. I'm about to taste the ribs now (at the Deli).”

For more information on the Sterling Farms Food chains go to the following links:

Wendell Pierce seeks to - Eatocracy - CNN.com
<http://www.nbcnews.com/video/nightly-news/51409888#51409888>
<http://www.cnbc.com/id/100578096>
<http://www.wvlrtv.com/news/local/sterling-farms-200072201.htm>
www.wdsu.com/news/local-news/.../-/index.html

Prescription for the Week: Remember, you ARE what you eat-literally. Choose Wisely.

Mae Easterling, a neighborhood resident and a first time shopper, said, “Do I like what I see? I am praying that we will keep it this way...I am glad that it is US!”

The Little League teammates have reunited and created a team that knocked it out of the park on this venture. The Community wins.

Planting Techniques



By MG Calla Victoria
Data News Weekly Columnist

There are several planting techniques that can be utilized when planning your garden design:

1. Mass plantings are designed for impact. Using this method tightly plant groupings of the same plant in the same color and the eye is immediately drawn to that spot in the garden. An example of this type of planting can be seen in the photo with the drift of lavender petunias. When considering mass plantings we are talking about a minimum of five large plants of the same species to create this impact, or fifteen to twenty small seedlings. As a general rule you should always buy plants in increments of five.
2. Graduated plantings are de-

signed to showcase each plant in your garden with respect to heights. The low-growing plants and groundcovers should be in the front, shrubbery of medium height should be in the middle of your planting bed, while the tallest plants should be towards the back of your bed. A perfect example of this technique can be seen in the photo of the four levels of impeccably manicured hedges. At ground level the dense chartreuse moss, used as a groundcover, stands out against the second level which is dark green monkey grass (*Liriope muscari*). The wispy long thin texture of the monkey grass contrasts beautifully against the bright pop of green rounded foliage of the rhododendron, and finally the rich hues of the

'Purple Pixie' *Loropetalum* (*Loropetalum chinensis*) adds yet another layer of texture, color, and interest. In order to achieve this perfect display in your garden it is mandatory that you pay close attention to the maximum heights listed on the planting labels of each variety of plant that you purchase. This will save you from having to dig up and re-plant specimens that were planted in the front of your garden bed that are taller than other plants mistakenly planted behind it.

3. Mixed Flower border is a flower bed that combines multiple types of plants (such as annuals, perennials, shrubs, trees, and groundcovers) and multiple colors, shapes and textures. It is planted tightly so there are little or no weeds, and there is something of interest blooming year round.
4. Planting on Berms-Berms are little man-made hills that can be used to provide interest in an overly-large expanse of yard, improve drainage, to give dimension to flat landscapes, create a privacy cove function as a barrier from wind or water, and buffer against road noise. Berms are great aesthetic solutions to cover that bland concrete on all of those elevated homes.

Check out my "Gardening Tip of the Week" on my website www.thegardeningdiva.com and send your gardening questions to sowing@thegardeningdiva.com.

Remember, never be too busy to stop and smell the beautiful flowers!



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NewsMaker, Continued from page 4.

for a chance to advance to the National Championship game. The two national semifinal games will take place Sunday, April 7 at the New Orleans Arena, with games set for 5:30 and 8 p.m. CT. Go to NCAA.com/womensfinalfour for the latest on ticket availability.

Monday, April 8

Cheerleader Hospital Visits

Tulane Medical Center
1:00 - 4:00 p.m.
The two national championship cheerleading squads and mascots will participate in hospital visits in the New Orleans community. Hospitals will be determined and plans will be made for in-patient programming.

Tuesday, April 9

POWERADE® NCAA Youth Clinics

Tourney Town
3:30 p.m. - 5:30 p.m.
The POWERADE® NCAA Youth Clinics serve as an NCAA outreach initiative that youth participate in throughout the city of New Orleans. Boys and girls will have the opportunity to learn and enhance their sports, conditioning and life skills with women's basketball coaches and student-athletes, as well as collegiate administrators and basketball experts from various parts of the country. NCAA Youth Clinics encourage children to participate in basketball training, as well as on organized team sports, and stress the importance of participation rather than winning. These "active participation" sessions will cater to the developmental level of each participant, providing them with the fundamental tools they need for basketball. Through a focus on discipline, confidence and commitment, these youth will use what they have learned through athletics and apply them to other areas of their lives. Free and open to the public.

Women's Final Four National Championship Game

New Orleans Arena
7:30 p.m.
The top two teams in the nation will compete for the right to be called "national champions!" The 2013 national champion will be crowned Tuesday, April 9 at New Orleans Arena, with the game set for tip-off at 7:30 p.m. CT. Go to

NCAA.com/womensfinalfour for the latest on ticket availability. NCAA/WBCA Coaches' Trophy Presentation
Tourney Town
10:30 p.m. (approx.)
The NCAA/WBCA Coaches' Trophy Presentation is an event hosted by the NCAA and WBCA to celebrate the 2013 NCAA Division I Women's Basketball national champion and to present the winning head coach with the 2013 NCAA/WBCA Coaches' Trophy. The celebration will take place at Tourney Town, Tuesday, April 9 following the national championship game. This event is free and open to the public.

Ongoing Activities and Initiatives
Tourney Town™ Refreshed By Coca-Cola Zero™
Adjacent to New Orleans Arena (East Corner)
April 6 (10 a.m. - 7 p.m.)
April 7 (10 a.m. - 5 p.m.)
April 9 (3 - 7 p.m.)
Tourney Town Refreshed By Coca-Cola Zero will be the "host city" and epicenter for all Women's Final Four fan and community activities, anchored by the Center Stage concert venue. Free and open to the public, visitors will enjoy entertainment, concerts, food, licensed merchandise, autograph sessions, exhibits, games and interactive displays free of charge.

Center Stage

Adjacent to New Orleans Arena (East Corner)
April 6 (10 a.m. - 7 p.m.)
April 7 (10 a.m. - 5 p.m.)
April 9 (5:30 - 7 p.m.)
The Center Stage, a Tourney Town attraction, will be filled with energy, excitement and entertainment throughout the Women's Final Four week. The indoor stage will feature entertainment from local, regional and national talent elevating up the Women's Final Four energy in New Orleans. With continuing programming daily, fans will experience great music in a festival-style atmosphere of food, retail experiences, concessions, community engagement and fan excitement activities.

Tourney Journey Tours

Throughout the City of New Orleans
April 8 (9 a.m. - 5 p.m.)
April 9 (9 - 1 p.m.)
Tourney Journey Tours will allow Women's Final Four fans to visit major landmarks in New Orleans and surrounding areas. Tickets are required.

Share Our Strength Announces New Orleans No Kid Hungry Free Summer Meals Program



In 2010, Share Our Strength joined with the City of New Orleans to launch the New Orleans No Kid Hungry Campaign, a public-private partnership working to end childhood hunger in New Orleans. The campaign is working towards that goal by connecting kids to federal nutrition programs including free school breakfast, free after school meals and free meals during the summer. The goal was to join forces and coordinate opportunities for kids to have easy access to healthy nutritious meals.

This summer, the organization is aggressively working to coordinate kids to free summer meals by linking summer camps to Summer Food Service Program (SFSP) Sponsors. These sponsors prepare meals for summer camps. Any child under the age of 18 can participate. Meals can be provided in various ways:

Meals can be delivered to summer camps
Summer camps can coordi-

nate with local schools to bring students to nearby schools for breakfast and lunch

Meals can be picked up from some sponsors

Meals can be prepared at summer camps by sponsors

All meals are FREE to summer camps and summer camp participants. Most 501(c)(3) camps operating in Orleans Parish are eligible to participate. Funding for these meals comes from the USDA and Sponsors providing meals are reimbursed on a per meal basis. Eligibility in SFSP is based on Census data, because of the number of children in Orleans Parish receiving Free and Reduced lunch during the school year, summer camps in almost every neighborhood qualify to participate.

If you would like more information on the No Kid Hungry New Orleans Campaign or the Free Summer Meals Program, contact Rhonda Jackson, Director, Louisiana No Kid Hungry Campaign | Share Our Strength at rjackson@strength.org.

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