FOR IMMEDIATE RELEASE

# ADVISORY: Hip Hop is Green Launches Cherry Street Farm the First Hydroponic Farm and Lab in Seattle's Central District — a National Model for Youth Climate Action and Community Wellness

*Cherry Street Farm turns a historic family lot into a hub for youth transformation, climate action, and community wellness*

**SEATTLE, June 15, 2026** — Hip Hop is Green (HHIG), a nonprofit and climate movement rooted in the power of Hip Hop culture, today officially launched a groundbreaking hydroponic farm and educational lab, called Cherry Street Farm, in Seattle's historic Central District.

Hip Hop is Green uses the power and influence of Hip Hop culture to support holistic health and the environmental transformation of urban communities. Rooted in Seattle's Central District, the organization creates culturally grounded programs centered on climate justice, food sovereignty, environmental education, and youth leadership. Hip Hop is Green empowers Black and Brown youth and families through hands-on learning, mentorship, and community-based environmental action while increasing access to healthy food, wellness resources, and green career pathways.

Built on land that HHIG Founder and Executive Director Keith Tucker's grandparents owned, Cherry Street Farm transforms a formerly vacant lot into a living model for youth climate education, hydroponic farming, and healthier, economically thriving communities.

The 5,000-square-foot space features a high-tech hydroponic farm housed inside a retrofitted shipping container — alongside an outdoor classroom and teaching kitchen that form an educational lab. The farm features towering, vertical walls of leafy greens soaked in vibrant LED

lighting — a futuristic growing environment designed to inspire young people to imagine new possibilities for themselves and their communities.

Cherry Street Farm uses solar energy, produces zero pollution, and leaves a small carbon footprint. The hydroponic system grows the equivalent of roughly two and a half acres of food annually — using far less water and land than traditional agriculture. The produce goes to local restaurants, schools, hospitals, small businesses, and families in communities with low income.

Cherry Street Farm is also part of a broader national vision.

“Eighteen years of this work has proven that when Hip Hop culture has moved in a green direction, and now the world will move in a green direction,” said Tucker. “Cherry Street Farm is the physical manifestation of that vision — and a model for cities across the country. The farm is on my grandparents’ soil, right on Cherry Street, where my grandmother first taught me how to garden. In this generational space, young people can connect with nature, discover their purpose, grow healthy food, and become leaders in climate action.”

At the center of Cherry Street Farm is HHIG’s Youth Excellence Program (YEP), a 10 week paid internship and climate leadership program for youth ages 11–20 that integrates Hip Hop culture, wellness, social entrepreneurship, culturally relevant plant based cooking, and environmental education into an immersive learning experience. Through field trips, mentorship, documentary screenings, and outdoor learning — the program helps young people build confidence, connection, and green careers.

To date, after completing ~900 hours of YEP programming and graduating over 500 youth from our program:

- 95% of participants said they made progress toward discovering their life purpose
- 98% said they became more conscious about what they put into their bodies
- 97% reported a stronger sense of connection and belonging

Hip Hop is Green has also introduced more than 40,000 people to free plant-based meals and healthy living nationwide — and has planted over 5000 thousand trees. By cultivating spaces that foster environmental harmony and psychological wellness, we embody the 10th Element of Hip Hop—Health and Wellness—a transformative principle ushered in by HHIG to support thriving individuals, families, and communities.

Cherry Street Farm was brought to life thanks to support from: The City of Seattle, Seattle Foundation, King County, King Conservation District, 4 Culture, Washington State Department of Commerce, Washington Climate Action, Big Green Dao, Schools out Washington, Northwest Animal Rights Network, Philanthropy Northwest, Mercy for Animals, Washington Women's Foundation, Adobe, Miyoko's, Alaska Airlines, Sawhorse Revolution and Scandiuzzi Krebs LLC.

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## MEDIA RSVP

**WHAT:** Opening of Cherry Street Farm
**WHEN:** Monday, June 22, 11:00 AM - 2:00 PM PDT
**WHERE:** 1911 E Cherry St, Seattle, WA 98122 (Between 19th Avenue and 20th Avenue in the Central District)
**SPEAKERS:** Keith Tucker, Founder and Executive Director of Hip Hop is Green
Brian Surratt, Deputy Mayor of Seattle
Joy Hollingsworth, City of Seattle Council President
Rico Quirindongo, Director of Seattle's Office of Planning & Community Development
Quynh Pham, City of Seattle's Director of Neighborhoods

**MEDIA REGISTRATION**: This event will be open press, but space is limited. Members of the media who wish to cover the opening of Cherry Street Farm must RSVP to pr@hiphopisgreen.com by **10:00 AM PT on Sunday, June 21.** Please direct any additional questions about the opening to the same email address.

## About Hip Hop is Green

Founded in 2009, Hip Hop is Green (HHIG) is a nonprofit organization that promotes holistic wellness and climate action through the global power of Hip Hop culture. HHIG is the first environmental and plant-based Hip Hop organization in history. Through its Youth Excellence Program and Cherry Street Farm initiatives, HHIG inspires young people — especially Black, Indigenous, and young people of color — to become climate leaders, entrepreneurs, and changemakers in their communities. HHIG's mission is to create environmentally and psychologically safe spaces where young people can discover purpose, build community, and shape a healthier future for the planet. Learn more at www.hiphopisgreen.com.

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