



Thousands of free grapevines on offer as Sydney to become the world's largest Urban Vineyard

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A new initiative dubbed *The Urban Vineyard Project* is coming to Sydney over the holidays with the aim of giving away thousands of grapevines to be planted across the city, including on balconies, in backyards and even windowsills. The idea is to turn Sydney in the world's largest urban vineyard, recalling the city's central Macquarie Street which over 230 years ago was the location of the country's first vineyard.

Thousands of Pinot Noir and Riesling grapevines will be given away to Sydneysiders who register their interest online for free vines. Those who participate will be able to upload the location of their vibrant green vines to an online hub, creating a visual map of the urban vineyard and watching it grow in real time. The online hub will also offer care instruction and video tutorials on how to grow, pick and make wine from the fruit, ideal for the budding winemaker out there who may or may not know that starting a vineyard is their true calling.

The project, launched by *Cracka Wines*, wants to bring the city together to crowd-plant the largest urban vineyard in the world while also educating people on the conditions it takes to grow and care for a vineyard.

"As Summer and the silly season approaches, people will be coming together for BBQs, picnics, dinner parties and celebrations with rosés, bubbles and great wine. We're taking it a step further and encouraging people grow their own grape vines," said Crack Wines founder and CEO **Dean Taylor**. "On average, Aussies drink around 530 litres of wine each year. We want to educate them further on the winemaking process and bring everyone together over a shared love of wine".

Those interested in the idea can order your vine online today from urbanvineyardproject.com.au

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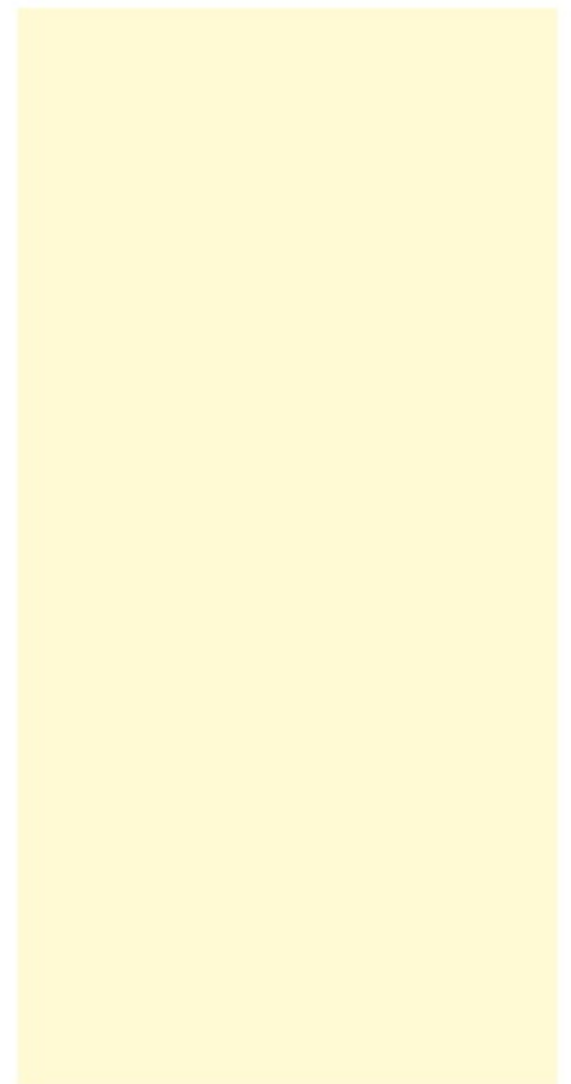
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