
Snoop Lion Creates “Mind Gardens” Project

Rapper Snoop Lion has partnered with Reed’s Ginger Brew and Causes.com to create “The Minds Garden Project” in Jamaica, which will help feed children in the country.

Snoop and John Paul Dejoria of Paul Mitchell and Patron Spirits have created “The Minds Garden Project,” which will provide residents with the tools and resources needed to grow their own food, including fruits and vegetables.

Snoop decided to create “The Minds Garden Project” after several visits to Jamaica, while he recorded for his upcoming album Reincarnated. “When I went to Jamaica we took time to visit these communities in Kingston, and I was deeply affected by the poverty and lack of good food available to the children,” Snoop Lion said.

“No child should go hungry. After all the inspiration Jamaica had provided me, I felt compelled to create a program to give back to the community.” “The Minds Garden Project” has already started working in Kingston, with locations in Trenchtown and Tivoli Gardens. Snoop Lion and Reed’s Ginger Brew have launched an awareness campaign on Causes.com, which allows people to take “The Minds Garden

Project” pledge and learn more about developing out gardens for organic food growth in their own community. “We’ve been looking for a way to give back to Jamaica,” added Chris Reed. “Nothing is more basic than food in helping people help themselves. Snoop helping to educate the world on how to eat better, and encouraging communities to grow their own organic food — this is very positive change. We are also excited about rolling out this

project to many U.S. cities. My company has always tried to offer people better, healthier options when it comes to what they drink.” According to Snoop, he will be bringing the project to the United States. “This is just the start, we have some big plans to roll out Mind Gardens stateside in the year to come,” says Snoop Lion.

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