



Sort With Heart Marketing Campaign



sortwithheart.org

FOR IMMEDIATE RELEASE

Salinas Valley Recycles Celebrates “El Alma de la Tierra” Rooted in Tradition and Sustainability Mural celebration set for Tuesday, March 10 in Greenfield

GREENFIELD, CA — The City of Greenfield and Salinas Valley Solid Waste Authority, aka Salinas Valley Recycles, in partnership with the Sort With Heart campaign, will unveil a new community mural, “El Alma de la Tierra”, at 4pm on Tuesday, March 10, at Patriot Park (1351 Oak Avenue).

The mural marks the second installation in a public art series following “Black Gold” in Seaside, created with partners ReGen Monterey and unveiled in December 2025. Together, the murals reflect a shared regional commitment to sustainability and culture.

Created by local artist Hanif Panni, “El Alma de la Tierra” was developed in collaboration with Blue Strike Environmental and guided by the Arts Council for Monterey County. The project is part of a regional education and outreach effort funded by CalRecycle to raise awareness about SB 1383, California’s Short-Lived Climate Pollutants Reduction Act, which calls for reducing methane emissions through practices such as food scrap sorting.

Set against Greenfield’s agricultural backdrop, “El Alma de la Tierra” honors the connection among community, land, and future generations. The art shows how properly sorting food scraps in your green cart can nourish the soil, support local farms and gardens, and reduce emissions.

“The City of Greenfield is excited to team up with Salinas Valley Recycles to bring our shared sustainability goals to life through the ‘El Alma de la Tierra’ community mural,” said Jamie Tugel, Public Works Director for the City of Greenfield. “This colorful art piece celebrates our community’s creativity and commitment to protecting the environment. ‘El Alma de la Tierra’ encourages everyone to do their part—reduce waste, recycle right, and take care of the place we all call home. Together, we’re showing that when our community sorts with heart, we make a cleaner, brighter future for all.”

The celebration will feature remarks from artist Hanif Panni, representatives from Salinas Valley Recycles, and City of Greenfield officials. The public is invited to attend and celebrate the intersection of art, agriculture, and climate action. Refreshments will be provided. Sort With Heart is an educational campaign funded by CalRecycle. For more information, SortWithHeart.org.

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