

## Contact Information

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## PRODUCE PURPOSE, EMPLOYER OF SPECIAL NEEDS HYDROPONIC FARMERS, TO HOLD GRAND OPENING AT WILLIAM PEACE UNIVERSITY

### For Immediate Release

Raleigh, NC; August 30th, 2025 - Produce Purpose Inc., a nonprofit, will be holding the Grand Opening of its hydroponic container farm on the campus of William Peace University on Friday, September 5th, 2025. "Produce Purpose was founded with five goals in mind: to provide purposeful employment to those with special needs, to produce pesticide-free, non-GMO crops hydroponically with a minimal carbon footprint, to encourage healthy eating habits on campus, to promote inclusivity within campus life, and to provide immersive learning opportunities to higher education," says Matthew Harvey, Produce Purpose's Executive Director. "Peace has distinguished itself as one of the leading academic institutions in the Research Triangle region. Its commitment to innovation and fostering a social conscience within its students makes it the ideal partner for this exciting initiative, and we are excited to celebrate that." The Produce Purpose initiative and presence on campus is referred to as Peace Produce.

"At Peace, immersive learning and strong community partnerships are vital to the academic experience. They create real-world opportunities that help our students succeed beyond the classroom. We look forward to our students and faculty exploring opportunities to learn from the Peace Produce farm," said Lynn Morton, president of William Peace University.

[Produce Purpose](#) is a 501(c)3 nonprofit founded in Raleigh, NC. Its goals are to mitigate the stubbornly high rate of unemployment amongst those with special needs, offer sustainably grown produce to counteract the current arable land shortage and encourage healthy eating in young people.

Founded in 1857, William Peace University is a nationally-ranked institution in Raleigh, North Carolina — one of U.S. News' Best Places to Live — serving almost 800 students in 30+ undergraduate and 10 professional programs. Nestled in the heart of Raleigh's downtown area, the University focuses on an immersive curriculum and innovative teaching methods to ensure students graduate career-ready and prepared to thrive in an ever-changing workforce. Learn more at [peace.edu](http://peace.edu).

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